JULY 2, 1945 PRICE 15 CENTS

# BROADCASTING

The Weekly [illegible] Broadcast Advertising

Sec'y, Smith, Hammesley
1025 Woodward Bldg.,
Washington, D.C. 544

Circle action addressee

Date

7/2

File, after circulation

1776

1945

*When in the course of human events, it becomes necessary for one people to assume . . . the separate and equal station to which the laws of nature and of nature's God entitle them . . . . . .*

The phrasers of the above quotation from The American Declaration of Independence might well have offered it as a prelude to a guide for broadcasting program directors. The laws of nature rule men's hearts and minds and really establish Hoopers. To tune broadcasting in harmony with those laws is to gain public acceptance.

It is an iron-bound creed at Fort Industry Company stations to tune broadcast schedules to the tempo of the communities which they serve.

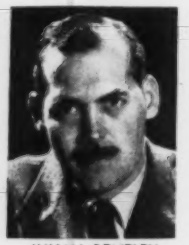
THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

WSPD • Toledo—WWVA • Wheeling—WAGA • Atlanta
WMMN • Fairmont—WHIZ • Zanesville—WLOK • Lima
WGBS • Miami

# EIGHT-FIFTEEN NEWS

## *An Old Friend to Midwest America



JULIAN BENTLEY

*SINCE 1938, News has reached Midwest American homes at 8:15 each morning from WLS. Day in, day out, 8:15 is Newstime to WLS listeners; and so the 8:15 news is received as an *"Old Friend."* Likewise 12:30 and 6:00 P.M.

Helping to make the 8:15 and all WLS newscasts *dependable* as well as *welcome* friends are three great news services: Press Association, United Press, Transradio. Other factors are our close editorial alliance with Prairie Farmer, known for complete, accurate information since 1841; the long experience of News Editor Julian Bentley (broadcasting news since 1930) and Ervin Lewis, Associate Editor with WLS since 1938; and the overseas background of both Bentley and Lewis *during this war* (in the European Theater).

ERVIN LEWIS

Because WLS programs—News, Barn Dance, Dinnerbell, Feature Foods, Little Brown Church, Farm News—are *old friends* to Midwest America, your advertising message on WLS is assured of a *friendly* reception; is met with the *confidence* old friends vest in one another; the believability that evokes *immediate response*. WLS programs—*Old Friends to Midwest America*—get results!

A John Blair man will explain how you can share this friendship with the people of the 3,551,541 Radio Homes in the WLS Major Coverage area. In city, town, and on farm, these people have a retail sales potential exceeding $7,000,000,000 a year.

*WLS began news broadcasting in 1930; has had a morning news period between 8 and 9 o'clock ever since.

Press Association, United Press, Transradio, plus BBC keep the WLS newsroom fully supplied with "raw material"; our editors, long familiar with Midwest people, turn it into newscasts our listeners like.

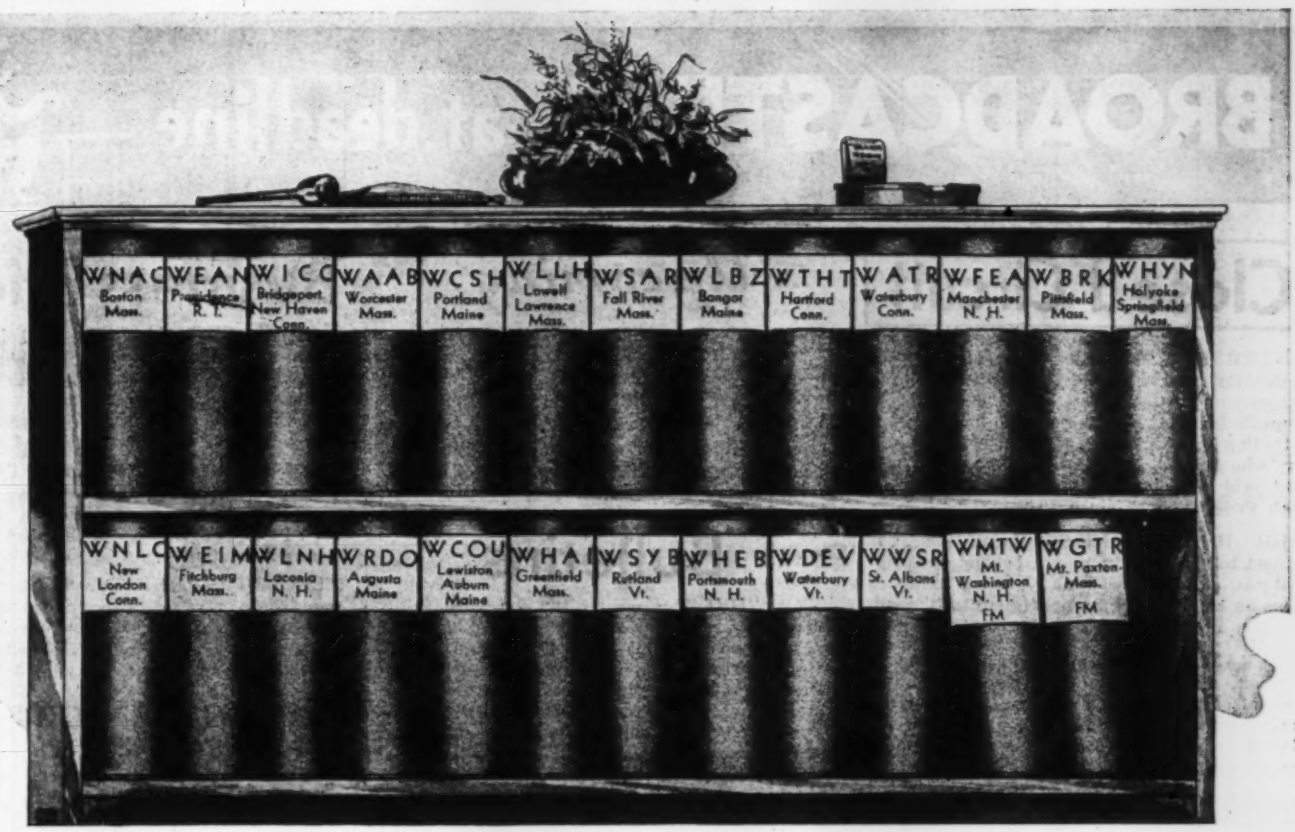
890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS




# New England's *Best Sellers*

THEY are New England's hometown stations — local enterprises which support and are supported by local business — have won acceptance in the areas they serve.

There is nothing like a hometown station with good network programs and a ready-made audience to provide a friendly approach and a means of making regular calls in New England homes.

A Yankee station gives you the direct penetration and saturation of the market —city and suburban trading zone coverage that takes in every neighborhood shopping area.

Yankee's 23 hometown stations, plus two FM stations, link together the innumerable communities, city and suburban, that add up to a total of 2,055,010 radio homes.

It's real "home delivered" circulation.

*Acceptance is* **THE YANKEE NETWORK'S** *Foundation*

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

**21 BROOKLINE AVENUE, BOSTON 15, MASS.**

Represented Nationally by **EDWARD PETRY & CO., INC.**

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# BROADCASTING... at deadline

## Closed Circuit

**MILLER FOR MILLER** — Associate Justice Justin for Neville—could be NAB presidential succession. Justice Miller, of U. S. Court of Appeals for D. C. (handling radio litigation) is a leading prospect for NAB helm. Neville Miller, who retired in 1944 after six years, was first paid president. Justice Miller has been on high Federal bench since 1937.

**THOUGH NAB** President J. Harold Ryan has agreed to stay only a month beyond his original year, which ended June 30, he has extended lease on his Washington apartment until Sept. 1 (story on page 15).

**INSURANCE** business may get Capt. Harry C. Butcher, naval aide to Gen. Ike Eisenhower, back after three years overseas. Capt. Butcher may go on inactive duty, and is about to decide plans. He was CBS Washington vice-president more than a decade.

**COL. AL WARNER,** head of CBS Washington news bureau before joining Army PRO three years ago, is most sought radio newsman in capital. Expecting inactive status in autumn, he has overtures from CBS, American and Cowles. At Army he heads news bureau.

**FLYING** trips to Rio envisioned by broadcasters planning to attend Inter-American Radio Conference in September may be off. Nonbroadcast matters probably will dominate agenda and even these may not be important because of revisions expected in projected world telecommunications conference.

**BUDGET BUREAU** possibly is girding for long look at FCC, Interstate Commerce Com-

(*Continued on page 80*)

## *Upcoming*

July 10: Hearings before Senate subcommittee investigating relationship of foreign companies and persons to radio and other communications in U. S.

July 11: Board of Zoning Adjst. public hearing Bamberger TV application for Washington, D. C.

## Bulletins

NEW YORK stations Friday were preparing to step up news coverage in event of a strike of newspaper and mail deliveries union at midnight Saturday, on which union was voting Friday. WNEW, which broadcasts five minutes of news an hour in cooperation with *New York Daily News*, planned to double that time and to broadcast comics and features Sunday. WEVD WINS WJZ WLIB WBNX WQXR had plans ready. Stations foresaw demands for time from local advertisers, particularly department stores and theatres.

TERMED by New York headquarters "strictly a Chicago proposition", the Amalgamated Clothing Workers (CIO) has secured an Illinois charter for the Amalgamated Broadcasting Assn. which will apply for either FM or AM frequencies, whichever is recommended by its engineers, Raymond M. Wilmotte. Incorporators are Sidney Hillman, national chairman, PAC; Samuel Levin, chairman Illinois branch of PAC and manager of the Chicago joint board, ACW; and Jacob Potofsky, general secretary-treasurer, CIO. Charter stipulates that ABA will operate as "educational, charitable, philanthropic activity".

## Business Briefly

PIPE SPOTS ● Lord Davenport Pipes, London, with appointment of Raymond Spector Co., New York, as agency, has started participations in radio programs in New York (Arthur Godfrey on WABC, three to six weekly); also San Francisco, Detroit and Los Angeles.

CUDAHY RENEWS ● Cudahy Packing Co., Chicago (Old Dutch Cleanser), signs renewal of *Tina & Tim* on CBS, Mon.-Fri. 1:45-2 p.m. (CWT) effective Aug. 6, 52 weeks. Agency, Grant Adv., Chicago.

ELECTRIC RENEWAL ● Electric Companies Advertising Program, through N. W. Ayer & Son, New York, has renewed *Electric Hour* for 52 weeks on full CBS effective July 22. Program is broadcast Sunday 4:30-5 p.m.

### AVIATION CORP., CROSLEY OFFICIALS SEE PORTER

OFFICIALS of Aviation Corp. and Crosley conferred with FCC Chairman Paul A. Porter Friday regarding the pending application for transfer of the $22,000,000 Crosley Corp. (including WLW Cincinnati and the contract to purchase WINS New York), now pending before the FCC [BROADCASTING, June 25]. Additional information has been supplied the Commission since filing of the transfer application the preceding week.

The group that conferred with Chairman Porter included Irving B. Babcock, Avco president; Powel Crosley Jr., Crosley president; James D. Shouse, vice-president of Crosley in charge of broadcast operations, and Raymond S. Pruitt, vice-president, secretary and general counsel of Avco. Mr. Shouse, who has been confined to his home with bursitis in his arm, was flown to Washington.

# How Allocation Affects Applicants

PROMISING all possible speed to revise regulations and standards for FM, television and facsimile in new allocations (see page 13), FCC Chairman Paul A. Porter late Friday issued statement suggesting procedure for broadcasters. FM applications now in preparation and using the 42-50 mc coverage chart in present standards will be accepted until Aug. 1.

"The Commission expects to confer soon with industry groups with the view to scheduling meeting sometime in July of all interested parties to formulate the industry's proposals for rules and standards," he said and suggested:

The 420 FM and 119 television applications now in pending files must remain there because of freeze policies. No standard, FM, television or facsimile applications will be finally acted upon for 60 days after freeze policy change.

FCC staff will begin work immediately on applications in pending files.

TV and FM applicants who have supplied full engineering data with reference to old bands need not amend applications except for equipment changes. Commission staff will notify applicants of any needed information.

FM applications having complete engineering studies need not be recomputed to determine coverage in new band. Equipment changes require no engineering studies by applicant.

Any changes in areas resulting from frequency changes will be handled by FCC.

Chart showing coverage in new FM band will be available in few weeks; meantime coverage in new FM band may be computed by using the 105 mc chart in TV standards.

Incomplete FM applications now on file must be completed with coverage computed on basis of 105 mc chart or new FM chart when available.

FM applications filed for 42-50 mc band and found to include major errors, likely will have to be amended.

FM applications now need not specify particular channels in new band; frequencies will be selected by FCC but applicants will have opportunity to agree to such frequencies.

TV applications for particular channels should be prepared in accordance with method now prescribed, providing for interpolation by using specified charts. Chart for 300 mc now available at FCC.

Pending applications for commercial TV stations may be modified for particular channels in accordance with this method.

While TV applications should specify particular channels and coverage, the Commission in passing on applications may not be able to assign channels requested.

No changes are contemplated in the 50 and 600 microvolt per meter contours specified as limit of service areas for FM and TV stations, respectively, but overall problem will be reviewed in standards now under preparation, together with any possible changes in methods of allocating and assigning facilities.

To manufacturers, Chairman Porter said: "Companies which will manufacture FM receivers should build the sets to cover the entire band from 88 to 108 mc. This will make possible the expansion of FM in the event facsimile is ultimately located in the 400 mc region and vacates the band, 106-108 mc. Also, if the public is to enjoy the full capabilities of FM, manufacturers must build receivers which will reject undesired signals and noise up to one-half the strength of the desired program."

# Sailing...

Split-seconds count at the start . . . spinnaker up . . . . drop the jib . . . . turn to ballooner . . . . never a luff in the mainsail . . . . a skipper's job is never ending.

## And so in radio . . .

Program policies . . . . commercial good taste . . . . public service consciousness . . . . are never-ending considerations of station management. Yes, these stations listed here are guided by management acutely aware of their audience obligations . . . . obligations that pay off for you, their advertisers.

●

REPRESENTED NATIONALLY BY

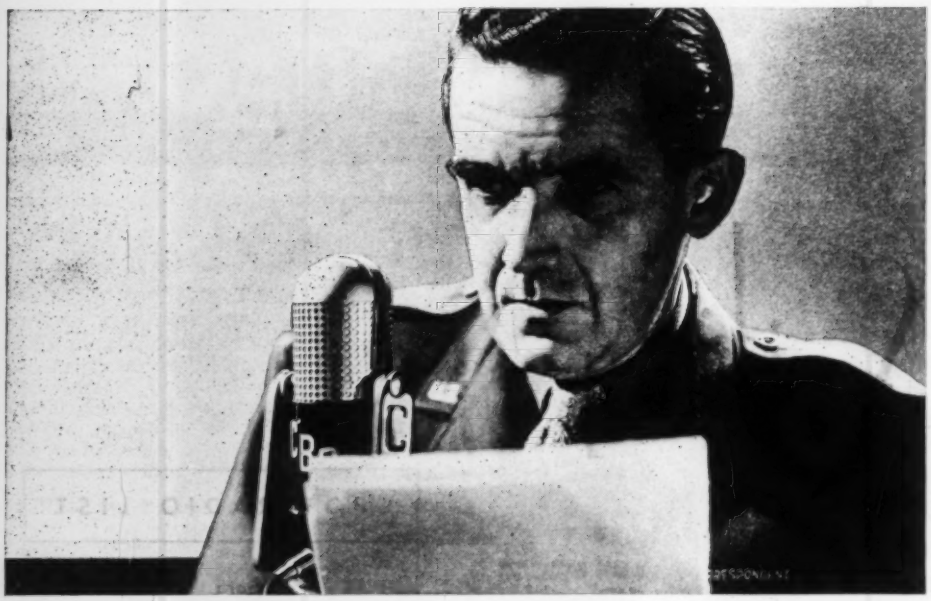
★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

**SPOT RADIO LIST**

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WBAL | Baltimore | NBC |
| WNAC | Boston | MBS |
| WICC | Bridgeport | MBS |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | CBS |
| WFAA | Dallas | NBC |
| WBAP | Fort Worth | NBC |
| KGKO | Ft. Worth, Dallas | BLU |
| KARM | Fresno | CBS |
| WJR | Detroit | CBS |
| KPRC | Houston | NBC |
| WDAF | Kansas City | NBC |
| KFOR | Lincoln | BLU |
| KARK | Little Rock | NBC |
| KFI | Los Angeles | NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell-Lawrence | MBS |
| WTMJ | Milwaukee | NBC |
| KSTP | Mpls.-St. Paul | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | CBS |
| KGW | Portland, Ore. | NBC |
| WEAN | Providence | MBS |
| WRNL | Richmond | BLU |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KQW | San Francisco | CBS |
| KOMO | Seattle | NBC |
| KTBS | Shreveport | NBC |
| KHQ | Spokane | NBC |
| KGA | Spokane | BLU |
| WMAS | Springfield | CBS |
| WAGE | Syracuse | BLU |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |
| WAAB | Worcester | MBS |

THE TEXAS QUALITY AND YANKEE NETWORKS



*For finest reports of World News . . .*

*For exciting coverage of New Orleans' big events . . .*

**Folks turn first to—**

**WWL**
**NEW ORLEANS**
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

**50,000 Watts ★ Clear Channel ★ CBS Affiliate**

**Represented Nationally by The Katz Agency, Inc.**

**BROADCASTING**
The Weekly Newsmagazine of Radio

*Published Weekly by Broadcasting Publications, Inc.*
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# IMPROVE YOUR GAME

# PLAY WSIX

With a gain of 81.5% in its all-day average Hooperating for the two year period ending in January, WSIX now has the best daytime Hooper of any Nashville station! That's why you can slap your sales message straight down the fairway every time you tee off at WSIX! And here are some additional reasons: WSIX offers the top shows of **both** the AMERICAN and MUTUAL Networks . . . coverage—at a very low unit cost—of the booming, rich middle Tennessee market where there are over a million potential buyers for your product.

**REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.**

**AMERICAN • MUTUAL**

**5000 WATTS**
**980 KILOCYCLES**

**WSIX**
*The Voice of Tennessee's Capital City*
NASHVILLE TENNESSEE

610 HIBERNIA BLDG. MAgnolia 6741 NEW ORLEANS 12, LOUISIANA

# National Jazz Foundation, Inc.

March 9, 1945

Mr. George DePue, Jr.
Sales Manager
World Broadcasting System, Inc.
711 Fifth Avenue
New York 22, N. Y.

Dear Mr. DePue:

We have received the Jam Session transcriptions and have listened to several of them. We wanted you to know that we consider this JAM SESSION Feature a truly great production.

As you know, the National Jazz Foundation was formed to create a public appreciation of this genuine American art--the real jazz. Your JAM SESSION seems to us to be one of the authentic expressions of this art. We marvel at the care and intelligence evident throughout the transcriptions, and the obvious knowledge of real jazz displayed by the men who made it.

We intend to use JAM SESSION in connection with addresses before civic clubs and other groups in demonstrating what real jazz is. Later, JAM SESSION will become one of the most valuable additions to our National Jazz Museum, now in the process of being established.

To us, JAM SESSION represents the music that is typically American, played by many of the greatest jazz musicians living today. Thank you again for these magnificent performances.

Sincerely yours
Scoop Kennedy
Scoop Kennedy
PRESIDENT

SK/ps

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SPONSORS NATIONAL MUSEUM OF JAZZ

## IMAGINE 131 TOP JAZZMEN ALL IN ONE BIG SHOW

*(Partial list):*

HENRY "RED" ALLEN
BILLY BUTTERFIELD
COZY COLE
EDDIE CONDON
"WILD BILL" DAVISON
ROY ELDRIDGE
BOBBY HACKETT
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J. C. HIGGINBOTHAM
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KENNETH "RED" NORVO
PEE WEE RUSSELL
"MUGGSY" SPANIER
ART TATUM
JACK TEAGARDEN
BEN WEBSTER
LEE WILEY

# THE EXPERTS AGREE...

# JAM SESSION

## A WORLD FEATURE

''...is genuine American art... the real jazz...played by many of the greatest jazz musicians living''

We picked the top jazzmen from bands all over the country . . . each a master of the instrument he plays. We turned this amazing all-star cast loose in front of the microphone to pour out—each in his own original way—the music they helped create . . . music all America loves because it springs from the very soul of America.

Result: A radio show that *no* advertiser could have put on the air until now. Read the enthusiastic notice on the opposite page . . . and remember it comes from the very inner sanctum of Jazzland.

"Jam Session" is a series of 156 programs, in 15-minute periods. It's available in "Audi-Flex," World's flexible new form with expertly-written scripts and music recorded in bands on each disc.

"Jam Session" is just one of the eleven new WORLD FEATURES now ready. Each of these shows is jam-packed with exciting entertainment: star-talent, brilliant writing and direction, great creative showmanship. Each is priced to give you "A show for your money!"

Ask your local station to audition these programs and quote prices. If your station doesn't have them, write direct to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

**WORLD BROADCASTING SYSTEM, INC.**

*A subsidiary of Decca Records, Inc.*

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

ver see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

# Feature of the Week

*Production scene, with (seated, l to r) Ogden Miles, House Jameson, actors; Helen Hayes, star; George Lowther, director. Standing, Julian Noah, Larry Haines, actors. Sgt. Finke; Maj. Callahan; Sgt. Agger.*

THROUGH the *Voice of the Army*, transcribed series devoted to recruitment of Army personnel, the Army Recruiting Service has obtained thousands of additional men and women.

The program was taken over in October, 1942, by the Recruiting Publicity Bureau, Col. LeRoy W. Yarborough, Officer in Charge. Now 815 stations broadcast it weekly.

All *Voice of the Army* programs are produced under the direct supervision of Major North Callahan, executive officer of the Recruiting Publicity Bureau, and former newspaper and radio man. Presentations are based on the Army's current personnel needs.

The present programs are dramatic, showing the Army nurse at work. Three former radio writers are assigned to *Voice of the Army:* Sgt. Louis Pelletier, CBS; Sgt. Donald Agger, formerly an OWI writer, Sgt. Jacques Anson Finke, Foote, Cone & Belding. George Lowther is director. The cast is professional; the music recorded. A theme song, "Voice of the Army", with words by Major Callahan and music by Norman Cloutier—the official song of the U. S. Army Recruiting Service—is used at the beginning and end. The show is produced in the NBC studios. The acting talent, studio, director, sound, pressings, masters, and announcer are paid for at regular Government rates. Although no Hooper rating is taken on the show, station response indicates that on a dollar-and-cents basis the *Voice of the Army* gives the Government a very high listener return.

Speed is the keynote of modern war and through the medium of this program the War Dept. has been able quickly to advertise its needs for volunteers.

# Sellers of Sales

ONE OF the most experienced of the trade's timebuyers is Newman F. McEvoy, of Newell-Emmett Co., New York, who started with the agency when he finished college in 1928 and has since handled timebuying for a variety of very active radio advertisers.

Now chief timebuyer for Newell-Emmett, Newman recalls that his first agency assignment was on the Liggett & Myers Tobacco Co. account, back when Chesterfield was rocking the nation with its unprecedented poster showing a young woman asking her male companion to "Blow Some My Way". Newman, who went into the radio field about 1930, now controls radio timebuying for Liggett & Myers, which is still one of the agency's most active radio accounts.

NEWMAN

For the Pepsi-Cola Co., Newman put the now-famous 15-second jingle on a number of U. S. stations, watched the tune catch on to the extent that it is now being used throughout the country, and has been aired more than 3,000,000 times—probably more than any other song.

Other agency radio advertisers include Kirkman & Son, division of Colgate-Palmolive-Peet Co., with *Can You Top This* on WOR New York; Beech-Nut Packing Co., New York, now on about 150 stations with spot announcements, and Loose-Wiles Biscuit Co., which has a news program on WTOP Washington.

A native of Waterbury, Conn., Newman attended Catholic U. in Washington. He now lives in Greenwich, Conn., where his leisure time is spent in swimming and sailing.

Sell WITH WDEL

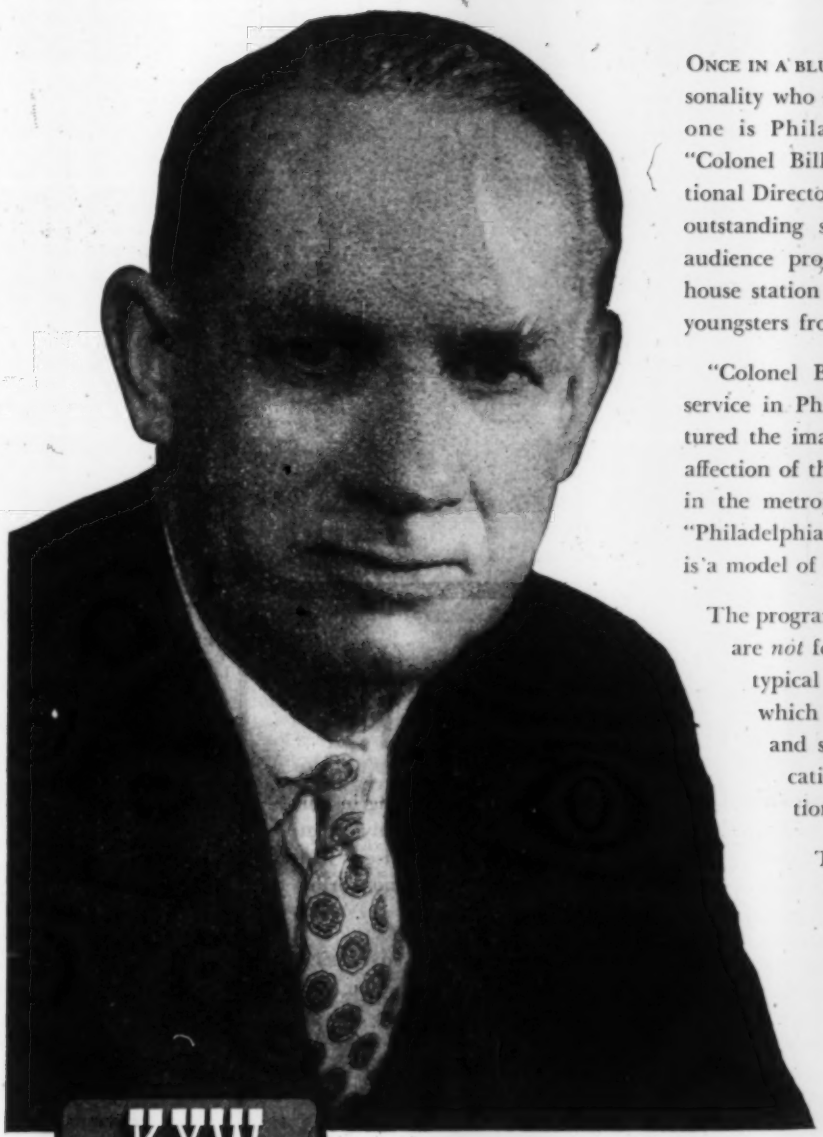
WILMINGTON DELAWARE

NBC Basic Station

5000 WATTS day and night

Represented by RAYMER

# THEY RALLY ROUND "COLONEL BILL"



ONCE IN A BLUE MOON, there arises in radio a personality who really clicks with children. Such a one is Philadelphia's own genial, genuine "Colonel Bill".. William C. Galleher, Educational Director of KYW. He's responsible for the outstanding student-participation and student-audience programs which make this Westinghouse station the favorite in Philadelphia with youngsters from elementary to high-school ages.

"Colonel Bill".. a veteran of twelve years' service in Philadelphia broadcasting.. has captured the imagination, won the confidence and affection of the thousands of school-age children in the metropolitan and suburban areas. His "Philadelphia Junior Town Meeting of the Air" is a model of its kind.

The programs over which Colonel Bill presides are *not* for sale. They are cited merely as a typical part of the KYW programming which is created specifically for children and students.. a public service in educational areas unsurpassed by any station in the country.

The sincerity and geniality of "Colonel Bill" symbolize KYW and the place it holds in the affection and loyalty of Philadelphians.

KYW
PHILADELPHIA
50,000 WATTS

**WESTINGHOUSE RADIO STATIONS Inc**

WOWO • WBZ • WBZA • KDKA • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, The Hill School

Two years, Duke University

Ten years, Advertising Department, Detroit Times

Free & Peters since November, 1944 —now Manager of Detroit Office.

# Meet our Detroit Manager—

# WILLIAM W. BRYAN!

Now that we have re-opened our Detroit Office, we felt sure you'd like to hear something about William W. Bryan, the man we selected to carry the bright torch of spot-broadcasting to the automotive and other industries in the Detroit area.

Well, Bill is a native of the Motor City, speaks English, American and Canadian, and has had ten years of successful advertising experience with Detroit's largest newspaper. Other details will be found up there beside his picture. For six months before the re-opening on May 15, Bill took an intensive course of training in our Chicago Office, and we're positive that you Detroit agencies and advertisers will quickly discover he's a genuine and worthy F & P Colonel.

Meanwhile, you advertisers and advertising agencies in all the rest of the nation now again have the benefit of our Detroit Office, whenever you want any kind of first-hand information from that area. Don't hesitate to call on us — in New York, Chicago, San Francisco, Hollywood, Atlanta — or Detroit!

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WJEF-WKZO | GRAND RAPIDS-KALAMAZOO |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| KSD | ST. LOUIS |
| WMBD | PEORIA |
| WFBL | SYRACUSE |
| **... IOWA ...** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| **... SOUTHEAST ...** | |
| WCBM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **... SOUTHWEST ...** | |
| KOB | ALBUQUERQUE |
| KEEW | BROWNSVILLE |
| KRIS | CORPUS CHRISTI |
| KXYZ | HOUSTON |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **... PACIFIC COAST ...** | |
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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 1 WASHINGTON, D. C., JULY 2, 1945 $5.00 A YEAR—15c A COPY

# FCC Allocates 88-106 mc Band to FM

## Spectrum Below 25 mc Still Pending

By BILL BAILEY

(*Text of Order on page 64*)

BY UNANIMOUS decision the FCC last week allocated the 44-108 mc band, assigning FM to 88-106 mc as a permanent home. Only the spectrum below 25 mc, embracing the standard band, remains to be re-allocated and that is expected in the not too distant future.

Within a short time after the decision was announced at Commission headquarters at 11 a.m. Wednesday, threats of a sweeping Congressional investigation of the FCC were heard in Washington, but at the week's end opposition to the allocation had dwindled. Only two manufacturers had protested—Zenith Radio Corp., Chicago, and Freed Radio Corp., New York.

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, told BROADCASTING that generally such matters as allocations of frequencies are technical matters and that the Commission was charged under the Communications Act with full authority to allocate. "I don't know what Congress could do under the statute," he commented. "It's a technical matter as I see it."

Seven organizations representing broadcasters and manufacturers petitioned the Commission to allocate alternative No. 1, which would have placed FM in the 50-68 mc band. Following two days of last-minute oral argument, June 22-23, however, the FCC to a man concluded that if FM is to perform a long-range, interference-free service, the proper place for it is the higher portion of the 44-108 mc band.

### Sets a Factor

One of the moving factors which prompted the FCC to allocate basically on engineering considerations was understood to have been refusal of manufacturers to state definitely that they would turn out sets with a 2-1 rejection ratio.

Under the final allocations FM will move from the 42-50 mc band to 88-106, which recalled that during hearings last fall virtually every FM witness was asked if he felt that FM would perform a good service at 88-108 mc. Facsimile was assigned to the 106-108 mc band, with the provision that eventually that service would move upwards in the spectrum and the 2-mc band would be available for FM, making the final FM space, 88-108 mc, as proposed theoretically by the Commission early in the hearings.

Until the transition to the new band takes place, the Commission has assigned on a temporary basis the 42-44 mc band for present FM stations. Under proposed alloca-

(*Continnued on page 14*)

## FINAL ALLOCATIONS, 42-108 mc

FM-Noncommercial educational, 88-92 mc; commercial 92-106 mc; interim allocation for existing transmitters pending transition, 42-44 mc.

FACSIMILE—106-108 mc (facsimile eventually to move upwards, leaving 106-108 mc for FM).

TELEVISION—Channel 1, 44-50 mc; channels 2-4, 54-72 mc; channels 5-6, 76-88 mc.

NON-GOVERNMENT Fixed & Mobile Services—42-44 mc (when FM moves up); 72-76 mc.

### UPHELD

Interdepartment Radio Advisory Committee, originally proposed that FM be moved "upstairs".

K. A. Norton, former FCC propagation expert now on leave with Army, who predicted F-2 Layer would interfere with nationwide FM service in 50 mc region; said FM could better serve at 100 mc.

Edward W. Allen Jr., FCC engineer, who predicted that Sporadic E in the present FM band would disrupt a nationwide service, but would be much less, higher up.

CBS, taking position that Sporadic E in present FM band is too severe to afford nationwide service.

American Broadcasting Co., whose representatives urged adoption of third alternative because of FCC engineering data and assumptions regarding propagation.

Crosley Corp., who held that cost of manufacturing receivers in higher frequencies would be only about $4 more than in lower frequencies, contrary to higher estimates of others.

American Radio Relay League, who opposed adoption of No. 1 alternative because it put amateurs in the 44-48 mc band, whereas they could be of better service to industry as whole in higher spot.

International Assn. of Police Chiefs and kindred police organizations, through RTPB Panel 13, opposed alternative No. 1 on grounds that Sporadic E interferes with police communications in lower frequencies.

### DENIED

Radio Technical Planning Board, majority of whose members urged adoption of No. 1 alternative.

FM Broadcasters Inc., whose Board urged adoption of first alternative on both propagation and economic grounds, contending moving FM upward would delay service unnecessarily.

Television Broadcasters Assn., whose Board urged adoption of alternative 1 as best place for 6-mc television.

Pioneer FM manufacturers, 11 of whom alleged that if FM were moved upward, delays in getting started would be detrimental to both manufacturers and the public.

Radio Manufacturers Assn., whose board urged adoption of first alternative, holding that to move FM upward would delay manufacturers in designing and testing.

Maj. E. H. Armstrong, FM inventor and Columbia U. professor of electrical engineering, who attacked FCC propagation tables as inaccurate; charged K. A. Norton with a basic error in F-2 Layer computations and declared that Sporadic E interference was so minute in 60 mc region as to permit a 99.86% perfect service.

RCA-NBC, whose engineers held that overall considerations made No. 1 alternative best selection.

Zenith Radio Corp., whose president, Comdr. E. F. McDonald, wired Congress charging that FCC ignored industry in proposing FM in higher bands.

## Decision Favored By Industry Majority

REACTION to the FCC's decision to allocate FM at 88-106 mc was varied last week, although the majority commenting — including some who had asked for the 50-68 mc band—were favorable.

Outstanding in post-allocations developments was disclosure by Maj. E. H. Armstrong, FM inventor, that under a new system, simultaneous transmissions on both present and new frequencies is possible. He filed application to operate his Alpine, N. J., station on both old and new frequencies.

Commissioner E. K. Jett, who was charged by his colleagues with coordinating allocations studies because of his long experience as an engineer, declared that while the 50-68 mc band was considered the best assignment for the present, over long range planning the FCC was obliged to pick the higher band. He hinted that FM eventually may replace local and regional AM stations, indicating that America's future radio may be FM stations for urban and adjoining rural communities with clear-channel outlets serving remote areas. Statements follow:

### E. K. JETT

*FCC Commissioner*

THE DECISION to allocate 88 to 108 mc (88-92 to educational FM, 92-106 to commercial FM, and 106-108 to facsimile broadcasting) was made as the result of the most thoroughgoing study of allocation problems ever undertaken by the Commission. Industry and Government alike cooperated by making available necessary information.

I am firmly convinced that interference can be greatly minimized and the coverage of stations increased to a considerable extent by utilizing the band 88 to 108 mc. Accordingly, the new allocation should provide a superior FM service for more listeners, but those in rural areas who depend upon weak signals will benefit most. I base this on the following:

(1) No F2 interference; (2) only a negligible amount of Sporadic E interference; (3) tropospheric interference can be controlled by greater geographical spacing

(*Continued on page 70*)

# Industry-FCC Engineers Disagree on Data

## Armstrong Attacks Propagation Figures

IN THE FINAL oral argument on allocating FM and six channels of 6-mc television below 108 mc, industry and Commission engineers remained at odds over propagation predictions for the band 44-108 mc, with six of the nation's foremost propagation experts still charging that Government engineers erred in computing assumptions about F-2 Layer transmissions. Argument was held June 22-23, with Gov. Norman S. Case, whose term expired Saturday, presiding at the Friday session [BROADCASTING, June 25].

At the all-day oral argument June 23 the Commission heard 21 witnesses, 16 of whom appeared for FM and television. Of those 16 witnesses, 10 urged immediate adoption of the first alternative and the other 6 recommended the third alternative. List of witnesses in the order of their appearances follows:

William B. Lodge, director of general engineering, CBS New York; David B. Smith, director of research, Philco Corp., appearing as chairman of RTPB Panel 6 on television; Kenneth B. Warner, managing secretary, American Radio Relay League; Philip F. Siling, engineer in charge of frequency bureau, RCA; G. L. Beers, assistant director of engineering, RCA Victor division; Frank Walker, Associated Police Communications Officers, International Assn. of Chiefs of Police, appearing for Committee 2, RTPB Panel 13. Arthur Freed, vice-president, Freed Radio Corp.

COMMISSIONER JETT

MAJ. ARMSTRONG

Herbert A. Friede, chairman, Committee 2, Panel 13; William F. Koch, California Advisory Committee on Radio; J. E. Brown, Zenith Radio Corp.; James D. Secrest, Public Relations Director, Radio Mfrs. Assn.; Dr. H. H. Beverage, RCA Labs.; Frank Marx, director of general engineering, American Broadcasting Co., New York; A. Earl Cullum jr., associate director, Radio Research Labs., Harvard U.; Kenneth A. Norton, former FCC technical information expert now on duty with the Army; Frank H. McIntosh, consulting engineer.

Philip G. Loucks, general counsel, F. M. Broadcasters Inc.; W. A. Roberts, general counsel, Television Broadcasters Inc.; F. J. Bingley, Philco Corp. and vice-president, TBA; Maj. Edwin H. Armstrong, professor of electrical engineering, Columbia U. and inventor of FM; Edward W. Allen Jr., FCC engineering department.

Saturday's session was highlighted by the two-hour testimony of Maj. Armstrong who succeeded, despite objections by Chairman Porter and Harry M. Plotkin, FCC assistant general counsel in charge of litigation, in getting into the record a statement that Mr. Norton erred in his calculations on F-2 Layer transmission and that the confidential report of a two-day secret propagation meeting last March had been altered.

"The error was committed and it was admitted in the confidential report," declared Maj. Armstrong. "There are not two deletions as Commissioner Denny suggested yesterday; there was one deletion only and one sentence was substituted for another which changed completely the meaning of the confidential report."

### Sharp Exchanges

Saturday's session was punctuated by sharp exchanges between industry counsel and Commissioners. Maj. Armstrong was interrupted frequently and at one point Commissioner Denny remarked of the inventor's testimony: "I think it is the sort of analysis we have been wanting, and I think it will be very helpful. . . . This is what the order called for, and this is what we are asking for."

Highlights of testimony presented by Saturday's witnesses follows:

Mr. Lodge expressed the opinion that the Commission's report of May 25 [BROADCASTING, May 28] was based upon "reasonable assumptions and that the conclusion is inescapable that FM service would be subject to damaging co-channel interference if Alternative No. 1 is finally chosen for FM broadcasting." He urged a prompt decision but "more important, a right decision", and asked the FCC

(*Continued on page 77*)

## Allocations

(*Continued from page 13*)

tions, present stations will be assigned to channels on that band [BROADCASTING, May 28]. After the transition, non-Government fixed and mobile services will go into the 42-44 mc spot.

Television gets six 6-mc channels in three groups of bands. The first channel will be 44-50 mc, the next three 54-72 mc with the amateurs taking the 50-54 mc allocation. Television's two remaining channels are from 76-88 mc. Non-Government fixed and mobile services are assigned to the 72-76 mc band.

In its report the Commission pointed out it is "under statutory duty to make available to all the people of the United States an efficient nationwide radio service. The Commission's duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service." The report said that evidence presented indicated rural areas in the fringes of FM service areas would suffer most from interference in the 50-68 mc band.

From an engineering point of view, according to the FCC report, the third alternative was adopted with slight changes from the proposal of May 25. Non-Government fixed and mobile services have been moved from a proposed 104-108 mc to 72-76 mc and FM and television have been adjusted accordingly, the report explained. That change was made to provide television interests immediately with 13 channels.

In its report the FCC explained that every other service in the 44-108 mc band has space elsewhere in the spectrum, whereas FM is confined to the one band. For that reason the Commission gave primary consideration to FM.

Under the allocations the first 20 channels (each 200 kc wide) have been set aside for noncommercial educational stations and the remaining 70 for commercial FM. The FCC proposes to allocate the first 50 commercial channels as early as possible, reserving the latter 20 for "newcomers" and "latecomers". Whether those channels will be held in abeyance for potential FM broadcasters now in the service or whether part of the band will be allocated to subscription radio, as proposed by Subscription Radio Inc., subsidiary of Muzak Corp., the FCC didn't make known.

The FCC report made it plain that propagation was given foremost consideration in its deliberations, whereas economical factors were secondary. Pointing to Commission tabulations of predicted Sporadic E interference, the report said, "For listeners buying FM receivers in reliance on a belief that FM is an interference-free service, these figures are extremely serious."

Drawn for BROADCASTING by Sid Hix

*"He Bet a Hundred the FCC Would Pick No. 1."*

# FCC Upsets NAB Code on Controversies

## Sale of Time for Discussions Advised

By ROBERT K. RICHARDS

THE FCC has made a controversial issue of the "controversial issues" clause in the NAB Code by stating that broadcasters should not handle such programs according to the association's formula.

In a final order and decision in the "controversial issue" case of WHKC Columbus, dismissing the action on joint petition of the station and the UAW-CIO, appellant, the FCC June 26 stated its flat opinion that radio time should be sold for the discussion of controversial public issues.

The NAB Code says it should not be.

**Joint Petition**

The UAW-CIO on June 2, 1944, had filed charges with the Commission, protesting renewal of WHKC's license and alleging that the Ohio station had acted unfairly in censoring scripts and in refusing to sell time "for programs which solicit memberships, discuss controversial subjects, race, religion and politics."

At a hearing on the charges, WHKC contended that its policy was based upon the recommendations of the NAB Code. Latter provides that no time should be sold for presentation of public controversial issues, with the exception of political broadcasts and the public forum type of program.

On Oct. 20, 1944, WHKC and UAW-CIO filed a joint petition seeking dismissal of the action, with the station asserting that in the future its policy in such matters would not be based upon the NAB Code recommendations, but that each request for time would be decided on its merit.

Ordering dismissal of the proceeding last week, the FCC stated in part: "The Commission . . . is of the opinion that the operation of any station under the extreme principles that no time shall be sold for the discussion of controversial public issues and that only charitable organizations and certain commercial interests may solicit memberships is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation."

In the same decision the FCC, noting that large demands for time are made on stations, asserted: "These facts, however, in no way impinge upon the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a nondiscriminatory basis, for full discussion thereof . . ."

NAB spokesmen contend the Commission order contradicts itself in this instance, inasmuch as discrimination is self-evident in any system which proposes the sale of time for such programs. The argument here is based on the assumption that one party to a public controversy might not be able to afford the price of time in which to answer the other.

**Test Case**

The apparent ambiguity in the FCC order, it is understood, can only be resolved when, as and if a test case is made before the Commission. It was believed, however, that the FCC intended that the whole consideration of station management in accepting or rejecting for broadcast the parties to a controversial public issue should be determined on an individual basis. This would be implied by the FCC's acceptance of the joint petition to dismiss the proceedings on the tenet that the station would not be guided by the NAB Code in the future.

There was further evidence that the Commission itself felt no exact formula could be prescribed in its comment that "no single or exact rule of thumb for providing time, on a nondiscriminatory basis, can be stated for application to all situations which may arise in the operation of all stations."

**Rejection Firm**

The Commission's firm rejection of the NAB Code's plan, nevertheless, was further evidenced in this statement: "Competent management should be able to meet such problems in the public interest and with fairness to all concerned. The fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of time for any programs of the type mentioned."

Many broadcasters saw in the opinion an encroachment by the FCC on programming operations, contrary to the letter of the Communications Act. There was voiced the belief, also, that such an opinion, if enforced, would make of broadcasting a common carrier. The law provides against this. The FCC order recognizes this: "Under Section 3(h) of the Act, broadcast stations are expressly declared not to be common carriers."

**Program Aspects**

None could deny that the FCC again was looking at the program side of radio. The body's opinion took cognizance of this in these words: "The present proceeding puts in issue the duties of a licensee, under the statutory mandate, to operate in the public interest, convenience and necessity, to maintain an overall program balance by providing time on a nondiscriminatory basis for discussion of controversial public issues and for the solicitation of memberships for non-profit organizations."

WHKC's new policy, as approved by the FCC, provides that "time will be made available, primarily on a sustaining basis, but also on a commercial basis, for the full and free discussion of issues of public importance." It adds that "nonprofit organizations will have the right to purchase time for the solicitation of memberships."

The station proposes, also, that it will reject time for public discussion in writing, showing reason for denial, and that it will censor scripts only "in accordance with the law."

## *ERNO RAPEE DIES AT HOME IN N. Y.*

ERNO RAPEE, 55, conductor of Radio City Music Hall Orchestra, and for more than ten years conductor of the weekly *Music Hall on the Air* on NBC, died June 26 of a heart ailment at his home in New York. A native of Budapest, Mr. Rapee came to New York in 1912. Associated with S. L. (Roxy) Rothafel, he was musical director of several theaters under Roxy management, and in 1921 broadcast from Capitol Theater, a radio first.

After a foreign visit, in 1930 conducting leading symphony orchestras, he became musical director for Warner Bros. and First National Pictures. In 1931 he returned to New York as general musical director of NBC. He joined the Music Hall in 1932, and in addition to Music Hall programs, conducted a radio series for General Motors and other symphony orchestras. In 1937 he was voted radio's most popular conductor.

He had taught navigation in Coast Guard classes since the war began.

# NAB Delays Selecting New President

HAVING FAILED in its quest to find a new NAB president by the original July 1 deadline, the NAB Presidential Selection Committee during the next 30 days hopes to complete its assigned task even if the new trade association head is not able to assume the assignment at once.

Meanwhile, J. Harold Ryan, NAB interim president, has agreed to remain the titular head until Aug. 1, though he does plan to spend some time at his Fort Industry Co. headquarters in Toledo—the post he left in 1941 to become assistant director of censorship in charge of radio. He was drafted for the NAB presidency in April 1944.

**Two Net Prospects**

A meeting of the six-man committee scheduled for last Wednesday went by default when only two of the members were able to be present—Chairman T. A. M. Craven, Cowles Broadcasting Co., and G. Richard Shafto, WIS Columbia, S. C. J. Leonard Reinsch, managing director of the Cox radio stations and radio adviser to President Truman, was away on the presidential trip to the West Coast and the Middle West. Frank Stanton, CBS vice-president & general manager, was confined to his home with a streptococcus throat infection, while William B. Way, KVOO Tulsa and John J. Gillin Jr., WOW Omaha, were unable to obtain transportation East, according to Chairman Craven.

The two committee men, nevertheless, met with several prospective presidential appointees. No final determination was reached and none will be, Comdr. Craven asserted, until the full committee can get together. It is likely that an NAB Board meeting will be held during July, and the committee hopes it then will be prepared to make its final recommendations.

Chairman Craven insisted it was premature to name names as to possible appointees. A list of more than 50 names originally had been canvassed by the committee. These included some of the top men in public and industrial life—men such as Speaker Sam Rayburn, War Mobilization Director Vinson, Assistant Secretary of War John J. McCloy, Court of Appeals Justice Justin Miller and Eric Johnston, president of the U. S. Chamber of Commerce, among others.

In most cases, the men were found not available for the NAB presidency, although it is understood one or two did not rule out the possibility of an ultimate arrangement.

The committee may still find it desirable to recommend designation of a three-man executive committee to control the association's affairs over the summer [BROADCASTING, June 18]. If such an arrangement is decreed by the board, it was presumed that Mr. Ryan would serve as chairman of the committee, and as large station member. Comdr. Craven, who headquarters in Washington, also might be prevailed upon to serve, it was thought, as the medium station representative. Another nearby director representing small stations would complete the group. The name of Clair M. McCollough, managing director of the Mason-Dixon Group, has been mentioned.

Comdr. Craven said he would get the committee together at the earliest possible time—presumably within the next week or 10 days.

# UNCIO Coverage Set Pattern for Radio

## Met Responsibility Well In Biggest Public Service Job

By DAVID GLICKMAN

HAVING established a new high in spot news coverage and chalking up the United Nations Conference on International Organization at San Francisco as an experience unique in radio, the broadcasting industry has rolled down its sleeves with knowledge of a job well done and much wiser too for that experience.

If there was an outstanding conference characteristic for the broadcasting industry, that characteristic was uncertainty. There was no knowing which way the unwielding UNCIO would sprout during those nine weeks of day and night sessions. First days of the UNCIO found the going rough for radio with operations bogging down in many spots because of protocol.

**NINE weeks coverage of the UNCIO conference was the biggest public service job in the history of radio and demonstrated the industry's capacity to meet heavy responsibilities in handling momentous world events.**

While lauded alike by State Dept. officials and conference delegates for coverage of the UNCIO, broadcasters were reminded that the radio industry, with signing of the United Nations Charter, has a far greater responsibility before it now. That is an intensive educational campaign to bring an interpretation and explanation of the 10,000-word document to the peoples of the 50 signatory nations.

### NBC Scores Beat

With the unexpected arrival of President Truman at Veterans' War Memorial Bldg. to witness the American delegations' charter signing, NBC scored a transcontinental network news beat. Bert Silen, NBC Western Division assistant news and special events manager, set up equipment on a scant 10 minutes notice. With Steve Robertson, announcer, at the mike to give color and description of the event, NBC broadcast the quarter hour proceedings.

Stripped of mike-pants and all other identifications, sole two microphones set on circular signing table were those from NBC and installed by State Dept. engineers with assistance of George Greaves, network San Francisco chief engineer. Cables were carried under the table to amplifier which in turn fed signer's brief remarks to other networks and independent stations covering the scene.

Presidential radio rostrum, originally built at a cost of $10,000 for the late President Roosevelt, was installed and used at final plenary session in War Memorial Opera House, J. Leonard Reinsch, Presidential radio advisor, on hand to smooth broadcast operational details was seated in the orchestra pit and had telephone connections with all network booths as well as those of the independents. Working with him and seated in the lush diamond horseshoe circle of the opera house was Willett Kempton, deputy director of OWI radio bureau, on loan to the State Dept. in a similar capacity for the UNCIO duration. President Truman's speech was timed at 16:40. However, applause stretched it out to 22 minutes.

### Heavy Coverage

Including newscasts, interviews, special events, meetings and plenary sessions, summarizing radio's public service job, it was revealed that local independents alone broadcast some 435 programs from their combined facilities in the Veterans' War Memorial Building and War Memorial Opera House during those nine weeks of the UNCIO. Regional tie-in made by KFWB Hollywood and KYA San Francisco upped that figure by 40, making a total of 475 special conference broadcasts by those stations.

NBC is credited with some 200 Pacific Coast and transcontinental releases. This does not include special cut-ins on programs. Network also recorded 250 sides for civic and educational future use. CBS reported 226 conference broadcasts from its studios in the Veterans' Bldg., and Opera House, as well as remotes and San Francisco Palace Hotel headquarters. In addition some 92 cut-ins for conference delegates or special UNCIO news were made on other Pacific Coast or transcontinental broadcasts, it was said.

### American

American had over 300 broadcasts, including 18 cut-ins, according to Albert E. Evans, network chief engineer in San Francisco. In addition, network recorded 60 hours of film for its archives. Mutual's figure is revealed at 185 conference programs, while Don Lee Broadcasting System, doing double duty as West Coast outlet for that network, had some 65 special newscasts, commentaries and events during the nine weeks of UNCIO.

At conclusion of the conference broadcasters in San Francisco gave kudos to officials of the State Dept. for their untiring efforts in helping radio to accomplish its biggest public service job.

**LEAVING**

PACIFIC bound is Irving Waugh, WSM Nashville. Liz Farmer, National Life staffer, presents credentials. In Manila he will meet Lt. Col. Jack Harris, formerly WSM, now MacArthur's chief radio officer. He is a temporary captain.

**RETURNING**

BACK from two years in Pacific, Lt. John Garfield, formerly WGAR Cleveland salesman, chats with Harry Camp, former boss.

# Lorillard Asks Test of FTC Powers

CHARGES that the Federal Trade Commission exceeded its authority in reopening its case against the P. Lorillard Co. to take further testimony regarding Old Gold cigarette advertising were called "a lot of balderdash" last week by Richard P. Whiteley, FTC assistant chief counsel.

The charges were made by Freeman J. Daniels, Lorillard counsel, at a hearing held Wednesday in Jersey City, N. J., before a Commission examiner, to receive evidence against the company. Appearing only to protest the validity of the FTC proceeding, Mr. Daniels said his client "cannot, and will not, give them any color or regularity by attending such hearings."

### Seeks Test of Power

According to a news release issued by Perkins, Daniels & Perkins, New York, counsel for Lorillard, the company's action, "if carried through to its conclusion, would have the Supreme Court determine, once and for all, the powers of Federal agencies to act as prosecutor, judge and jury and then to renege on their own decisions."

The Lorillard attorneys charge Mr. Whiteley with "bad faith" in asking for a supplemental stipulation regarding the company's advertising practices after a stipulation had already been entered into. They declared that when the company opposed his motion to reopen the record in the case Mr. Whiteley himself "conceded that respondent had every right to assume that the matter was closed and before the Commission for final disposition."

The dispute with the Commission, according to Lorillard counsel, arose over radio and press advertising representations based on findings contained in the July 1942 *Readers' Digest* regarding nicotine, tar and resin content of cigarettes tested by an independent research laboratory. On Feb. 16, 1944, the Commission had proposed that Lorillard counsel consent to the inclusion of the following statement in its stipulation, in lieu of taking testimony:

**COUNSEL for Lorillard, makers of Old Gold cigarettes, large radio advertiser, walked out of Federal Trade Commission hearing in Jersey City, challenging FCC's authority to reopen the proceedings.**

In fact, the differences in the amount of nicotine, tars and resins in the cigarettes mentioned in the said article of the Readers Digest were so small as not to justify the representation that Old Golds are the lowest in nicotine, tars and resins of the cigarettes mentioned in the said article.

When this statement was objected to "for the reason that it is not in accord with the facts", according to Mr. Daniels, Mr. Whitely replied that he doubted a stipulation could be accepted without it. However, in November 1944 a stipulation was submitted by the Commission, eliminating the statement, and was signed by the FTC chief counsel and approved by the Commission.

### Inherent in FTC Act

Mr. Whiteley declared the statute creating the Federal Trade Commission gives the agency the power "to reopen at any time" any cases before the Commission "if the public interest shall so require".

He said that William T. Kelley, Commission chief counsel, has supported him all the way on the case. It is nothing unusual for complaint cases to be reopened. "It happens every day," he said. In the Lorillard case, he added, the attorneys negotiated a favorable stipulation and naturally don't want to lose it.

"I made a mistake when I approved the stipulation," Mr. Whiteley admitted. Once he discovered the mistake, he explained, he recommended the stipulation be rescinded.

He declared Mr. Daniels' refusal to participate in the hearings will not prevent the Commission from going ahead with the proceeding and taking testimony. The company will be given full opportunity to submit evidence. Should the Commission prove its allegations, a cease and desist order is probable.

ANOTHER REASON WHY
IOWA PREFERS WHO

# WHO schools its announcers!

Every radio advertiser knows that good announcers "pay off" to advertisers. Very few stations seem to realize that good announcers also pay off to *stations themselves.*

WHO has known it for years. So every Friday afternoon, WHO holds an Announcers' Clinic. The entire group meets, and with B. J. Palmer's famed book "Radio Salesmanship" as a basis, studies commercial copy to be used—then listens to and analyzes random specimen commercials which have been transcribed from each announcer's schedule (without his knowledge) during the preceding week.

Has all this special emphasis on good announcers been a success? Iowans seem to think so. In the 1944 Iowa Radio Audience Survey, 14.0% of all Iowa families who mentioned WHO as Listened-To-Most gave "Best Announcers" as the reason for their preference!

WHO's advertisers seem to think so, too! More than 88% of them renew their WHO schedules, year after year . . . How about letting us convince you that our *better announcers* can pay off for you?

**WHO *for* Iowa PLUS**

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

# WPB Eases Priorities on Electronics

## Million Receiving Sets By End of Year Possible

CARRYING out its policy of gradual reconversion of industries whose facilities are still required for military needs, the War Production Board last Thursday relaxed its priorities regulations to permit transmitters and receivers to be produced under "spot authorization" provided manufacturers have sufficient components remaining after cutbacks for such end equipment.

Announcing the inclusion of electronic equipment in a list of nine limitation orders which are being retained because unlimited production cannot yet be permitted, the Board stated that radio equipment as well as passenger cars and trucks have been added to spot authorization procedure but "will receive no priorities assistance".

### Heavy Military Demand

The inclusion of Order L-265, governing electronic equipment, WPB cautioned, "is not expected to result in production of radio broadcast receivers for civilians for several months . . . since military electronic requirements are so heavy that components will not be available for some time for civilian demand. The most essential civilian electronic needs, such as equipment for transportation, police installations and domestic radio replacements, will be taken care of first.

WPB's announcement followed a meeting of the Radio Industry Advisory Committee earlier in the week with officials of the Radio & Radar Division at which high ranking military officers outlined the probable electronic needs of the land, sea and air forces for the remainder of 1945 for the Pacific War.

Louis J. Chatten, director of the Division, told the Committee that while military schedules indicated a tapering off of monthly requirements through March 1946 the industry must be prepared to meet any emergency which may result from sudden changes in the one-front war.

The Committee recommended, as the initial step in utilizing facilities released by cutbacks, that Order L-265 be amended to remove all restrictions on end equipment except the following:

1. Manual or automatic phonographs or record players using electronic tubes.

2. Amusement devices, coin or token operated, using electronic tubes.

3. Radio receivers for home use, including AM, FM, television, facsimile, or any other type of reception.

4. Radio transmitters for broadcasting to the general public.

5. Receivers and transmitters for use by amateurs.

6. Loud speaker and intercommunication systems for home use.

The Committee also recommended that restrictions be lifted on all parts except the following components generally used in electronic equipment: tubes (excluding tungar and rectigon type rectifiers and x-ray); transformers and reactors, including radio frequency and intermediate frequency; capacitors (fixed and variable); resistors (fixed and variable); loud speakers; switches and sockets.

It was further recommended that relaxations be made to permit greater purchases of replacement parts by distributors, servicemen and repair shops for use in restoring home sets to operation. If approved, the relaxation would take up the slack for the next two or three months of all component facilities released by cutbacks.

Under the "spot authorization" procedure, it was explained by John Creutz, chief of the Division's Domestic and Foreign Branch, permission will be given manufacturers on application to produce end equipment if they can show they have the necessary components. At present, he said, few of them have but the situation will be improved in three or four months.

"With the controls being lifted as they are today," Mr. Creutz said, "there should be some 1, 5 and 10 kw and 250 w transmitters available by the end of the year. But even if cutbacks are substantially increased there wouldn't be very many."

He said it is "very questionable" if any 50 kw transmitters can be delivered this year "even if controls were lifted today". He pointed out that the time required to produce the high-power units would preclude such a possibility.

As for receivers, Mr. Creutz thought there may be "a few drops" during the third quarter and estimated that by the end of the year there is a possibility 1,000,000 receivers will be produced. These will probably be small AM sets for the most part, he said, which are conducive to quick assembly.

He pointed out, however, that a very important factor in the receiver situation is the OPA pricing policy. There won't be many receivers unless OPA permits sufficient margins to encourage production, he predicted, explaining that manufacturers feel they cannot make sets at a profit under present ceilings. OPA has held meetings recently with the industry and is now working on ceiling revisions.

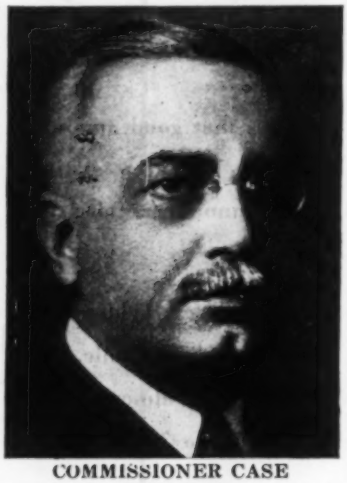
# Case, After 11 Years on FCC, Becomes Partner in Law Firm

NORMAN S. CASE, who retired Saturday as Federal Communications Commissioner after 11 years, effective today (July 2) becomes the law partner of Col. Frank W. Wozencraft, who opened an office last February after completing Army service [BROADCASTING, Feb. 26]. The firm is known as Case & Wozencraft.

Gov. Case announced his decision to enter private law practice in Washington, with Rhode Island connections, when he left the FCC Saturday. The firm, with offices at 900 Edmonds Bldg., 917 15th St., NW, in Washington (telephone National 3253), will handle general practice, with special emphasis on broadcasting and other forms of communications.

### Several Offers

The retiring Commissioner, former Governor of Rhode Island, had several lucrative offers, when it became known that he would not return to the Commission for another 7-year term. Because of his wide knowledge of communications, and because of new fields in broadcasting, where he could best use his experience, Gov. Case decided to enter private practice. He was admitted to the Rhode Island Bar in 1911 and is a member of the practicing Bar before the U. S. circuit courts and Supreme Court.



COMMISSIONER CASE

From 1921-26 he served as U. S. Attorney in Rhode Island.

Col. Wozencraft, former general counsel of RCA, was prominent in Democratic circles in Texas, where he served as mayor of Dallas from 1919-21 while his new law partner is a Republican. Col. Wozencraft was with RCA from 1931 until February 1942, when he entered the Army. He handled the 1939 television and FM hearings before the FCC for RCA and NBC.

At Commission meeting last

(*Continued on page 76*)

## Brought to Justice

TELEVISED testimony will be tried for the first time in Los Angeles Superior Court Aug. 8. As Mrs. Mathe Anderson is too ill to appear in court where she is being sued, Judge Samuel R. Blake ordered installation of a two-way video system in the court and bedroom. Mrs. Anderson will appear before the court. And the court will appear before Mrs. Anderson.

## Bribery Charged By House Prober

CHARGES that a $5,000 bribe was offered to "lay off" and that the Office of Price Administration's radio program *Soldiers with Coupons*, sponsored on WNEW and WOR New York by Standard Brands [BROADCASTING, June 25], reflects Communistic propaganda line were made last week before the House Committee on Un-American Activities by George McDavitt, investigator.

Mr. McDavitt, replying to questions by Rep. Thomas (R-N.J.), told the Committee he received an anonymous telephone call in which he was offered $5,000 to call off his investigation of Tex Herman Weiner, radio director of the OPA New York office, and when he treated the caller cooly, he was told, "We'll smear your face so your wife won't recognize you." Rep. Thomas said Mr. McDavitt had reported the incident to him and he felt it should be brought out to show that "the enemies of this Committee will not stop at anything."

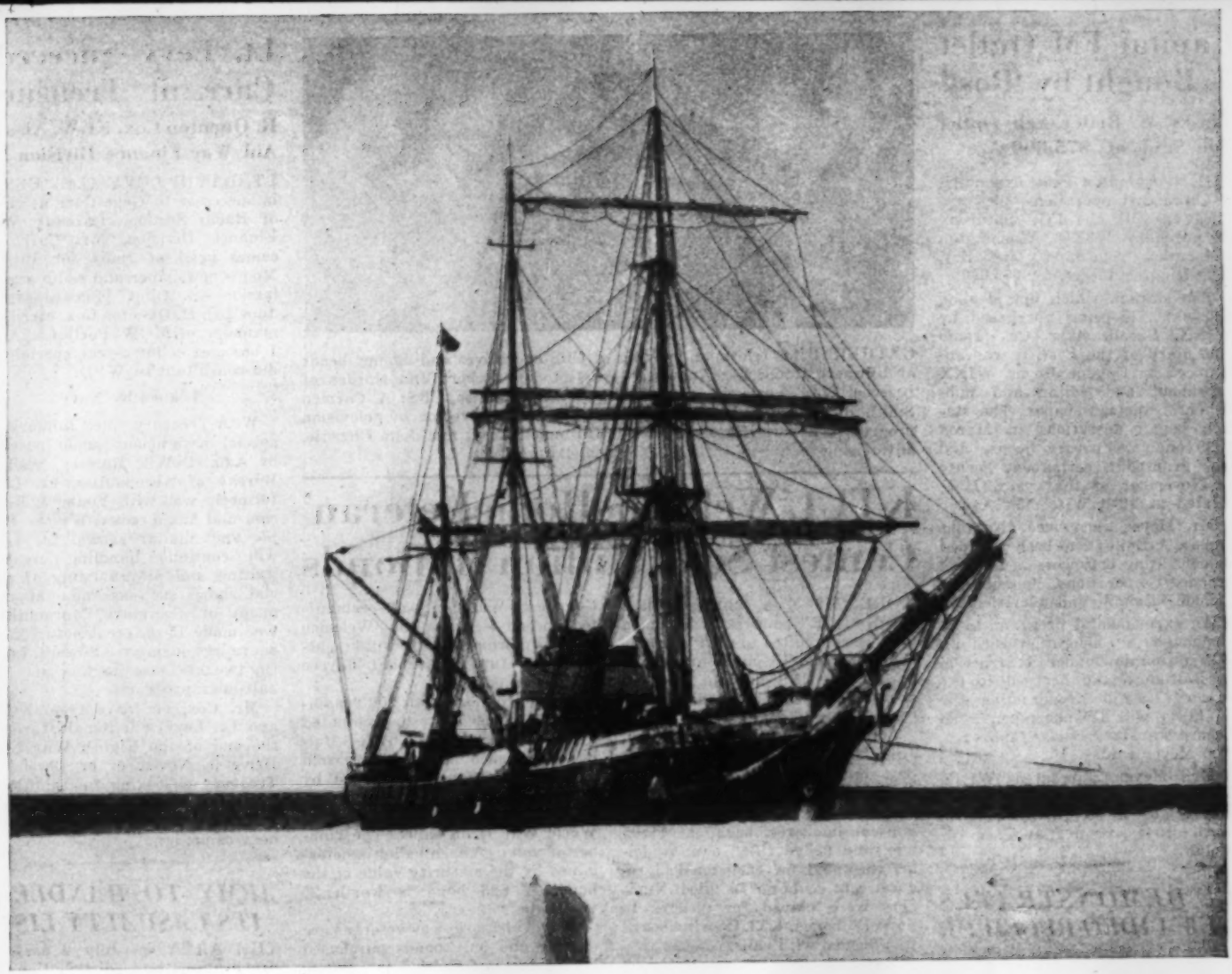
### Deletion Ordered

On direct questioning by General Counsel Ernie Adamson, Mr. McDavitt testified both OPA and OWI Washington headquarters personnel had told him certain alleged Communistic propaganda had been deleted from scripts written by Mr. Weiner, but that transcriptions of his shows indicated the writer failed to follow Washington instructions and deletions. The Committee was to meet Saturday to hear transcriptions.

Daniel P. Wooley, regional OPA administrator in New York who testified earlier in defense of Mr. Weiner, branded the bribe charge as "fishy." Mr. McDavitt told the Committee he had interviewed a playwright's agent in New York and that the agent had refused to place Mr. Weiner's scripts on the ground they were "shocking".

## Helen Hayes Signs

TEXTRON Inc., New York, has signed Helen Hayes to a 39-week contract effective Sept. 8, for as yet untitled show Saturday 7-7:30 p.m. (EWT) on CBS. Agency is J. Walter Thompson Co., New York.



# Explorer

That's the U.S.S. Bear Modrec down in the Antarctic. She has nosed around Little America on innumerable explorations during the years.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town . . . in the country's sixth largest city . . . you might reasonably overlook the fact that an independent station is your big buy.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

# Capital FM Outlet Is Bought by 'Post'

### Jansky & Bailey Sell Outlet For Sum of $75,000

THE *Washington Post*, expanding its broadcast operations, filed application with the FCC Saturday to purchase W3XO, Washington FM outlet, from Jansky & Bailey, consulting engineers, for $75,000.

The station, which operates on 43,200 kc, is being purchased by WINX Broadcasting Co., radio subsidiary of the *Post*, it was announced by Eugene Meyer, WINX president, and editor and publisher of the newspaper. The station began operations in March 1939 on a temporary license and was granted a permanent license in November of that year. It is located at 1219 Wisconsin Ave.

Mr. Meyer announced also that Jansky & Bailey had been retained as consulting engineers in all *Post* broadcast operations, "possibly to include facsimile and television".

An experimental program, to be conducted in cooperation with an FM station now under construction in Baltimore and licensed to the Maryland Broadcasting Co. (WITH) will be undertaken when license transfer has been approved, Mr. Meyer said.

Mr. Meyer purchased WINX Washington, a 250 w independent outlet, for a record $500,000 in April 1944, from Lawrence L. Heller.

## *GE DEMONSTRATES NEW VIDEO RECEIVER*

GENERAL ELECTRIC Co. large-screen television receiver, a projection-type model in which a five-inch cathode ray tube produces an image on a screen 16 by 22 inches, was given its first public showing Wednesday at a news conference at the Waldorf-Astoria, New York. Company's new radio-phonograph, incorporating a new electronic reproducing system, was also demonstrated.

Projection receiver, key model of the GE postwar video receiver line which will also include direct-viewing sets, operates on the same basic system as the RCA projection receiver [BROADCASTING, March 19]. Image on the small tube is reflected from a parabolic mirror through a correcting lens to a flat mirror and thence to the double plastic screen. Pictures, as demonstrated by WNBT, NBC's video station, were of a slightly bluish cast, but had brilliance and contrast.

## Network Swap

MUTUAL and American swap outlets in Hartford Dec. 1, when American contract with WHTD ends and WTHT becomes American outlet. WHTD was purchased recently by Yankee Network, a major MBS stockholder.

GATHERED for television meeting of CBS executives and agency heads at Biltmore Hotel, Los Angeles, were (l to r): Robert Van Norden of Brischer, Van Norden & Staff; Donald W. Thornburgh, CBS; A. Carmen Smith of Smith & Drum; Gilbert Seldes, CBS director of television programs; Robert Hixson of Hixson-O'Donnell Adv.; and John Christie, advertising manager, Citizen's National Bank.

# KTUL 'Welcome Home Veteran' Contest Sells Million in Bonds

MORE THAN a million dollars worth of "E" bond sales in Tulsa have been credited to the "Welcome Home Veteran" contest originated by KTUL, CBS affiliate, and co-sponsored with the local Junior Chamber of Commerce.

Contest began May 14 and ended June 30, with KTUL staging a post-sign-off "Victory Watch" every night of final week. The "Victory Watch", an all-request musical jamboree, began at 11:05 p.m. and lasted till 3 a.m. A dollar was paid for each musical request that could not be filled. Numbers were played for pledges to buy "E" bonds. KTUL switchboard was flooded with calls.

The "Welcome Home Veteran" contest mushroomed from a KTUL newscaster's dream. Bill Bowers, 18, sprung the idea of presenting some Tulsa overseas veteran—man or woman—with a grand start in civilian life upon return from World War II, through a contest to push the sale of "E" bonds.

The winner will receive, as a grand prize: Newly constructed completely paid-for and furnished five-room house, with all utility bills paid for a year; a new Hudson car when it is available; oil, gasoline and service on the car for one year; year's supply of groceries and a complete wardrobe of civilian clothes.

There will be prizes, too, for 20 runners-up in contest. These prizes will cover a wide range of clothing and minor luxuries.

All prizes have been contributed by Tulsa merchants, building firms and business organizations—more than $18,000 worth. Each contribution is guaranteed by a contract.

Ram-rodding the contest was KTUL's public relations director L. A. Blust Jr., working with a committee from the Junior Chamber of Commerce. As result of Mr. Blust's work, he has been elected chairman of U. S. Jr. Chamber of Commerce War Bond sales committee, and advised that the "Welcome Home Veteran" contest will be pattern for future national Jaycee War Loan efforts.

There are more than 200 "candidates" in the contest, nominated by purchasers of "E" bonds. Ballots are issued as bonds are sold and candidates are nominated by the purchaser writing the name of his favorite overseas veteran of World War II on ballot. The number of votes on each ballot is determined by the maturity value of the bond. A $25 bond is worth 25 votes, etc.

Only Tulsa overseas veterans are eligible and only bonds purchased by residents of Tulsa are counted.

## *PROGRAM CLINICS PLANNED BY CBS*

PROGRAM managers of CBS will meet in New York next month for three "clinics" of three-days each, to discuss plans, procedures and techniques of programming and to talk over the interchange of programs and program ideas. At the same time of the first meeting in New York—July 11-13—a meeting will be held at KNX Los Angeles for CBS stations west of Denver.

## AP Asks Rehearing

ASSOCIATED Press will petition the Supreme Court for a rehearing of the government monopoly suit against the news agency, the AP board notified the organization's membership on Wednesday following meetings of the special committee in charge of the case and the board with counsel. Petition will be filed by Sept. 1, the communication said, stating that the Dept. of Justice has consented to an extension of time until that date. The mandate on order of the Supreme Court is therefore stayed until 20 days after court's decision on the petition.

# Lt. Levy Succeeds Carr at Treasury

### H. Quenton Cox, KGW, Also to Aid War Finance Division

LT. DAVID LEVY (j.g.) USNR, is successor to Gene Carr as chief of Radio Section, Treasury War Finance Division. Mr. Carr becomes head of radio for Brush-Moore newspaper and radio organization in Ohio [BROADCASTING, June 25]. H. Quenton Cox, assistant manager of KGW Portland, Aug. 1 becomes dollar-a-year special radio consultant to WFD.

**Loaned by Navy**

With Treasury since January on special assignment made possible by Adm. DeWitt Ramsey, head of Bureau of Aeronautics, Lt. Levy formerly was with Young & Rubicam and has directed *We the People* and similar shows. Lt. Levy will continue handling creative writing and programming of special shows such as radio appearances of Secretary Morgenthau, who made 15 different network appearances during the Seventh Loan. On two of these he was m.c. for half-hour programs.

Mr. Cox, on leave from KGW, and Lt. Levy will remain through the end of the Eighth War Loan Drive in November or December. Treasury is looking for additional industry men to fill important posts with WFD Radio Section during the next campaign.

## *ARMY TO HANDLE ITS CASUALTY LISTS*

THE ARMY on July 2 assumes preparation and distribution of Army casualty lists for newspapers and 700 radio stations. Since March 16, at the request of the Army and Navy, OWI has handled the lists, but recently was forced to curtail the work because of a Budget Bureau decision that OWI could continue only if reimbursed by the services. OWI will continue to do Navy casualty listings, financed by the Navy.

Lists will be sent to the same addresses used by OWI, and the format will remain unchanged. The Army estimated a savings in publication up to 60% by using available facilities and War Dept. personnel.

## Waltham Video Series

WALTHAM WATCH Co., New York, starts its first television series July 6 on WNBT, NBC television station. Sixty-second video spots will be shown twice each Friday. First 45 seconds will be devoted to a telecast filmed dramatization showing the value of correct time in its relation to business, aviation, travel, the mail, etc. "Time Story" will then dissolve into 15 seconds of "live" time showing the face of a new style Waltham wrist watch. Agency is N. W. Ayer.

GOVERNOR'S PALACE IN RESTORED WILLIAMSBURG, VA.
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

# GOVERNOR'S PALACE IN RESTORED WILLIAMSBURG

Mr. John D. Rockefeller, Jr., saw in the restored city of Williamsburg, Colonial capitol of Virginia, an opportunity for a great undertaking . . . . the purpose of which is "that the future may learn from the past". The happy result of his interest and financial aid . . . . exhaustive research in this country and abroad . . . . the city today resembles the eighteenth century Williamsburg, named in honor of King William III. Typical of the grandeur of the exhibition buildings of the Restoration is the Governor's Palace, scene of many gay festivities for the royal Governors and Virginia society of the period. In 1779, the seat of Virginia's government was moved from war-scarred Williamsburg (home of the College of William and Mary), to Father Byrd's city of Richmond, present capitol of the Commonwealth. And here WRVA unswervingly keys its activities to the glories of a proud state . . . . achieving, through a modern medium, a unique harmony between Yesteryear and Today.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA

The pioneer that set the pace in 1937... the 110A

# In Peak-limiting Amplifiers, Western Electric leads the way!

Successor to the 110A ...introduced in 1940 and going strong today! the 1126 type

Remember what a hit the 110A Program Amplifier made in 1937? Designed by Bell Labs engineers, it enabled stations to step up their signals 3 db, with no increase in carrier power—compressed excessive peaks of modulation — protected against over-modulation — suppressed monkey chatter.

In 1940, this pioneer limiter was followed by the Western Electric 1126A which provided even better overall transmission characteristics, 5 db increase, and complete freedom from over-modulation. Versatile in action, the 1126 type can be used as a volume limiter, peak limiter and line amplifier.

Such advanced designing will continue in the postwar field.

*Buy all the War Bonds you can ... and keep all you buy!*

# Services Train 500,000 Technicians

## USES Aids Broadcasters To Find Experts in Electronics

By MARY ZURHORST

SINCE the start of conscription, over 500,000 men have been trained by the armed services as radio and radar technicians, operators and repairmen. They have studied in the country's finest electronics schools, most have learned their lessons under a barrage of gunfire, demanding perfection.

There are additional hundreds who have operated fulltime radio stations. Others have reported and recorded "special events" of battle which make home front reporting pale by comparison.

There is no need to "sell" these men. The radio industry already knows how well trained and how immediately useful were the 28,000 radio technicians Philco absorbed in one big operation through the United States Employment Service. The ability of ex-servicemen—announcers, engineers, writers—stations all over the country are hiring is obvious.

So that radio may absorb more of these men, utilizing their training and experience to the utmost, BROADCASTING has prepared this article with the cooperation of the War Dept., Navy Dept., Marine Corps, Coast Guard, Maritime Service, War Manpower Commission, and the USES.

### Numbers Trained

The following figures approximate the available statistics on radio training in the services:

The Army Signal Corps has trained 145,000 men in radio operations, maintenance and repair. Nearly 17,000 are officers.

Army Air Forces personnel trained in radio numbers 143,000, including 4,000 officers.

The Navy radio schools have graduated 125,000, about 13,000 of whom are officers.

Marine Corps officers and enlisted men who have had radio training equal 10,000, plus the approximately 1,700 who have finished courses with the Marine Corps Institute.

The Coast Guard lists 6,500 officers and enlisted men with radio training.

Maritime Service of the War Shipping Administration has graduated 5,000 officers and enlisted men.

Each of the five services gives rigid screening tests to select men for radio training. About one-fourth have had previous radio training, many of them former "hams".

Usually the top grades are those selected for radar. The radar courses proceed from basic radio through advanced electronics, and require up to 56 weeks for completion.

The Signal Corps prepares men in all lines of communication from the regiment up through the armies. It offers a series of courses rather than a set curriculum, so that a man may proceed through a prescribed series and graduate a finished electronics engineer, or he may be trained thoroughly in one line of radio work for which there is a specific and immediate need. Length of courses varies from 6 to 56 weeks.

The Army Air Forces trains men for ground and air use of communications pertaining to aviation. Courses for radio operators—ground and airborne—require about 20 weeks. The same time is required for the mechanics or maintenance course. Radar mechanics' training takes 20 weeks, with time for basic radio additional.

The Army Ground Forces trains men from the regiment down to the individual soldier, working with smaller radio units used in communications posts, tanks, walkie-talkies, handie-talkies, etc. Length of courses varies.

**This is the second of two stories by Miss Zurhorst dealing with the postwar opportunities in radio for returning service men and the training these men have to offer the industry. The first story appeared in the May 7 issue of BROADCASTING.**

The Navy has a one-year course for enlisted men in technical or materiel training, divided into three main parts: (1) pre-radio school; (2) elementary electricity and radio materiel; (3) advanced electricity and materiel. Officers go through a nine-month (or more) intensified course.

### Preparation Course

Through these courses Navy men become radio technicians. There is also a preparation for radio operators which takes 20 weeks and includes basic radio, code, receiving and sending.

The Marine Corps divides its training into two terms—radio materiel men and radio operators. Materiel men or field operators go to the Navy's pre-radio school then to the Marine Corps schools for higher courses and to learn application of the electronic theories to Marine Corps radio equipment.

Radio operators take a 16-week specialized course in sending and receiving international Morse code and indoctrination in use of field equipment. Top men go on to additional 12 weeks of training for high speed operators.

The Coast Guard has a 24-week course on how to operate communications equipment, assist in installation and repair and to enable men to make minor equipment repairs without supervision. This is accompanied by code sending and receiving, radio log keeping, communications security, radiotelephone procedure and fundamentals of electricity and radio.

In addition, there is a 16-week course given at Capitol Radio Engineering Institute (CREI) for more advanced students.

The Maritime Service offers a 20-week course, which, when successfully completed, qualifies the graduate to take the FCC radiotelegrapher 2nd Class examination. Subjects include: fundamentals of electricity, transmitters, detectors, spark and arc transmitters, transformers, antennas, marine transmitters and others.

The Armed Forces Radio Service, a section of the Information and Education Division, Army Service Forces, maintains a training school in Los Angeles Headquarters. AFRS is participated in by Army, Navy, Marine Corps and Coast Guard personnel. It brings entertainment and information by radio to armed forces in every theater of war.

### Many Courses

The AFRS school offers courses in announcing, scriptwriting, producing, programming and engineering.

There are 179 AFRS stations throughout the world, each with a staff averaging eight men. In addition, AFRS personnel operates 54 foreign government and commercial stations and 149 sound systems overseas.

More than 100 writers and producers do approximately 50 hours of weekly programs for exclusive broadcast to troops overseas, plus preparation and shortwaving of 26 newscasts daily.

The Army and Marine Corps have men numbering into the hundreds throughout the world writing and announcing and doing servicemen interviews which are recorded and sent to stations all over the United States.

In addition, countless armed service bases within the continental U. S. are producing their own programs each week. Many of them are fed to local stations, others are broadcast over PA systems.

Hundreds of public relations officers both in this country and overseas are acting as liaison between the radio industry and the services, placing service personnel on the air, arranging for radio coverage of war operations, placing shows and recordings with the stations, and producing the numerous network series of the armed forces.

The United States Armed Forces

(Continued on page 62)

WINN
LOUISVILLE
Home of the Kentucky Derby

AMERICAN WINN BROADCASTING COMPANY

*Represented by*
BROADCAST SALES COMPANY
*New York and Chicago*
HOMER GRIFFITH COMPANY
*Hollywood & San Francisco*

HARRY McTIGUE
*General Manager*

## WGNB Starts Campaign Promoting FM Listening

PLAN to increase the potential audience for FM broadcasts, known as "Share Your FM Receiver", has been started by WGNB, FM outlet of WGN Chicago. Idea is for owners of FM sets to invite their neighbors into their homes to hear FM programs.

Promotion uses spot announcements, women's clubs, young people's organizations, music clubs, church groups and other social organizations for setting up listening groups. Also WGNB program booklet carries plans. One feature will be series illustrating how musical instruments gain through FM performance.

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SUMMER replacement for Walter Winchell during August will be Dr. Frank Kingdon, news commentator, and Ray Henle, analyst, on Sunday 9-9:15 p.m. sponsored by Andrew Jergens Co., New York, on American.

## CALLING WCAU!
### Odd Requests Reach Station From Listeners

COMMERCIALS reach out into strange places, WCAU Philadelphia found out last week. An inmate of the Eastern State Penitentiary wrote in to know if he could be called on the phone during the Vick's *Tello Test* program. He wanted a chance to earn the $200 prize, because after being in prison for 17 years he is about to be released and needs the money for a fresh start.

From Tilton General Hospital, Fort Dix, N. J., came the request for the lyrics to the institutional song aired by the United Fruit Co. on the proper care of bananas. Correct title of the Calypso ditty—referred to as "You Don't Put Bananas in the Refrigerator"—is "Chiquita Banana".

# Pretested Commercials Prove Successful on 'Esso Reporter'

### Standard Oil Completely Satisfied With Plan, Started Three Years Ago as Experiment

AFTER three years of pretesting commercials for its *Esso Reporter*, Standard Oil Co. of N. J., last week announced "complete satisfaction" with the program's results.

"When we first started pretesting, it was just an experiment," said R. M. Gray, manager of the advertising and sales promotion department, Standard Oil. "Now, however, we have proved its effectiveness through our own figures on results."

*Esso Reporter* commercials get to the listeners, Mr. Gray said, basing his statement on the Nielsen Radio Index figure which shows that 93% of the audience stays tuned in for the full five-minute period.

Through testing of commercials on lubricating oil, Standard Oil has found that most people are interested in cleanliness rather than anything technical about motor care.

Mr. Gray

"All they really want to know is how to keep their auto motors clean—the average person is not interested in talk about how it keeps a motor cool to change the oil and all that."

Most of the pretesting has been done by the Psychological Corp., which sent out advanced students to conduct door-to-door interviews. For Standard Oil, opening sentences of commercials were tested first on one side of a street—then, the entire commercials were tried out on residents of the other side of the street. In every case, Mr. Gray said, both sides selected the same commercials as their first choices, thereby clearly indicating that if a listener likes the beginning of a commercial he will like the whole thing.

#### Drawing Power

Drawing power of the *Esso Reporter* was shown some time ago, Mr. Gray said, when the company offered glass banks for sale at local stations. For the first two months, no radio was used and 72,000 banks were sold. In the second two months, the bank offer went on the *Esso Reporter* and 360,000 banks were bought.

Now broadcast live on 38 stations four times daily, the program stretches from WLW New Orleans to WLBZ Bangor, Me., with the advantage of being able to use different commercials in the different weather areas, Mr. Gray pointed out.

Emphasizing the success of Standard's pretesting—now that more than 9,000 commercials have been used on the program—commercial No. 20 went over so well with the preview audience and later with the radio listeners that it is still being used on the program, Mr. Gray said.

*Esso Reporter* is handled by Marschalk & Pratt, New York.

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DR. JAMES F. BENDER, author of the NBC Handbook of Pronunciation, has compiled a book, Salesmen's Mispronunciations, for Sales Training Publishing Co., Roslyn Heights, N. Y.

BEAUMONT
HAS MONEY TO SPEND
NOW!—LATER!
PAYMASTER
RICE means big money commerce in KFDM'S area. In money it means over 2½ million dollars annual intake, which makes an important segment in KFDM'S 585 million dollar *effective buying income* market. Regardless of how our 250,000 persons make their above-the-average income, their listening ear is attuned to KFDM.
BLUE NETWORK
AMERICAN BROADCASTING CO., INC.
KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED SABINE AREA
"Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

# KLZ DOES IT BETTER

## KLZ Enriches the Religious Life of the Denver Region

TO A family high up in the Rocky Mountains, to a convalescent in a sanatorium, and to thousands of other persons in the Denver-Rocky Mountain region, KLZ is their church in the sky. Religion, as in any complete and balanced personality, is an important component of KLZ's programming. KLZ shuns all commercialism in its religious programming, shares its time with all creeds without cost.

In serving religion, education and the many other facets of community life and interest, KLZ demonstrates a realization of its basic obligation to the community. KLZ, consequently, has become a community landmark of public service.

*CHAPEL AT FORT LOGAN* from which KLZ broadcast Sunday morning services during the month of February. Services originate at a different church each month, giving denominational representation by rotation. Each Sunday morning KLZ carries a studio-originated program, "Highlights to Happiness", for the Salvation Army and once a month the popular "Hymn Sing" originating in a local church. In addition to many special local religious broadcasts, KLZ carries the CBS Church of the Air, the Fisk University Choir and the Salt Lake City Tabernacle Choir each Sunday morning via CBS.

MORE ADVERTISERS—LOCAL AND NATIONAL
BUY MORE TIME ON KLZ THAN ON
ANY OTHER DENVER STATION

KLZ
DENVER
CBS
560 Kc.

*Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City*

REPRESENTED NATIONALLY BY THE KATZ AGENCY

# RADIO PROGRAMMING HAS CHANGED

**NEWS AND COMMENTARIES**

have moved steadily upward in popularity nationally. "News and Commentaries" now rank second in daytime and third in evening time—in the latter time moving up from sixth place in 1938-1939 among major program classifications including drama, news and commentaries, variety, audience participation, popular music, familiar music and children's programs.

AND IN ST. LOUIS—

# LISTENING HABITS HAVE CHANGED...

A right sense of timing in meeting new audience interests is one of the key reasons why KXOK gained 29.7% in daytime audience in 1944 versus 1943, as revealed by C. E. Hooper. All other network stations in St. Louis registered an average daytime loss. Gains in listeners and gains in advertisers are the order of the day at KXOK!

**KXOK**

**SAINT LOUIS 1, MISSOURI**
Owned & Operated by the St. Louis Star-Times
630 KC. • 5000 WATTS • FULL TIME • AMERICAN-BLUE NETWORK

★ **TOPFLIGHT NEWS FEATURES**

- ★ Walter Winchell
- ★ Drew Pearson
- ★ Raymond Gram Swing
- ★ Dr. Bertram L. Hughes
- ★ H. R. Wills
- ★ John B. Kennedy
- ★ Leland Stowe
- ★ Gil Martyn

Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco

# Durr Continues His Crusade Against Commercials on Air

CONTINUING his crusade against commercial broadcasting, FCC Commissioner Clifford J. Durr, speaking before the radio panel of the Independent Citizens' Committee of the Arts, Sciences & Professions at the Waldorf-Astoria, New York, June 23, pleaded for a "radio that is truly free — as free from economic domination and overweaning greed as from Government censorship." He predicted FM would provide such a "free radio".

Mr. Durr

He compared the philosophy of radio expressed in 1925 by former President Hoover when he was Secretary of Commerce, that "the ether is a public medium and its use must be for public benefit", with that expressed by NAB President J. Harold Ryan in his New Year's statement that "one must consider balance sheets to measure the progress of radio".

Mr. Durr cited radio's employment statistics, as released by the FCC, asserting that radio employs few "artists, scientists and professional people" in comparison to salesmen. "Broadcasting today is of course a product of both the public medium philosophy and the balance sheet philosophy", he commented, then cited income figures.

He declared that the figures he cited didn't tell the "whole story", and added: "They only tell the story of those to whom we have entrusted the public's radio channels and whom we have charged with the responsibility of operating them in the public interest."

Commissioner Durr cited the Procter & Gamble Co. series [BROADCASTING, June 4, 11, 18] and dwelt at length on the quotation that "P&G has a policy never to offend a single listener." He cited a story from the *New York Times* of April 22 quoting the American Tobacco Co. president as saying: ". . . the last thing I could afford to do is offend the public."

Mr. Durr made it plain he wasn't complaining about any "individual program produced by advertisers or advertising agencies," but declared: "The problem of broadcasting, as I see it, is not what we hear over the air . . . the problem lies in what we do not hear. Censorship by overloading the air with programs which sell goods, to the exclusion of programs which do not, may be as effective as a complete denial of access to the air or censorship by the blue pencil. Never to offend anyone may be good salesmanship. But is it good radio?"

**'Free Radio'**

The problems of broadcasting are "far greater than the questions of whether the commercial shall come at the beginning, the middle or the end of the newscast, or at all three places, or what we should do about cowcatchers, hitch-hikers and singing commercials," said the Commissioner. "Which of the basic philosophies gains the ascendency may well determine whether our children and our children's children will find their employment as artists, scientists, professional people, mechanics or farmers—or as soldiers or sailors."

Calling for a "free" and a "competitive" radio, Mr. Durr said: "Above all, let us have a radio which recognizes that the essence of democracy is the maximum participation by the people. His topic was "FM—New Market for Radio Talent."

Several resolutions were adopted by the panel following recommendations made in a paper prepared jointly by George Heller, executive secretary, New York chapter of AFRA, Peter Lyon, president, Radio Writers Guild, and Anton M. Leader, vice-president, Radio Directors Guild.

One requested a conference with network, agency and program executives to discuss plans for "gearing radio to the needs of the postwar world".

A second resolution proposed that to develop new talent and to help raise the national level of broadcasting, arrangements be made with local stations for skeleton teams of writers, directors, composers and performers to visit them and work with local talent in creating and developing local programming.

A third resolution suggested that the four networks put on weekly programs rebroadcasting the previous week's high spots.

Finally, the panel urged the broadcasting industry to continue its outstanding wartime service in the interest of home security and world peace and demanded the abolition of racial or religious discrimination in both employment and programming.

*"WFDF Flint says you might have War Bonds?"*

IN ONE PACKAGE...

No fortune teller of the crystal ball variety is KSTPete. With Sellevision — *the eye to the ears of tomorrow* — he doesn't have to be. He can confidently predict a greater future in the Twin Cities Market for KSTP advertisers. Since present-day results are the cumulative effect of KSTP's continuous audience promotion efforts in the past, they are proof enough of the soundness of this prediction. Sellevision is no empty "inspiration." It is a *tested station betterment policy* based on long-range thinking and far-sighted planning. Proved in four years of actual practice, KSTP's station betterment policy still is being carried out with unabated effort today and will continue to go on in improved form tomorrow. That is Sellevision — *past . . . present . . . future, in one package* — your best radio buy in the Twin Cities Market today and tomorrow!

50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

*Represented Nationally by Edward Petry & Co.*

KSTP
MINNEAPOLIS . . . ST. PAUL

# It happened on NBC

**MAY 1937**

*Chase and Sanborn launched a new variety program with such Hollywood celebrities as W. C. Fields and featuring the newly discovered team of Edgar Bergen and Charlie McCarthy. The first available Hooper rating was 12.5.*

**JULY 1937**

*Although novices in radio, Bergen and McCarthy caught on fast. The Chase and Sanborn rating was on the increase—even during the summer months.*

**FEBRUARY 1938**

*Less than a year after going on NBC, Bergen and McCarthy received a rating of 41.2—one of the highest Hooper ratings ever given to any program.*

## CARD TRICKS ON THE RADIO?

In 1937 the idea of putting a ventriloquist and his dummy on the air seemed just as absurd to many people. Half the fun of such an act was in the watching. But Standard Brands, ever alert to the possibilities of the new, put the ventriloquist and his dummy on the air over NBC—the network built by new ideas.

• The result? On July 10, 1937, the restrained *New York Times* for the first time in its history devoted an editorial to a dummy, writing in part: "Although Charlie is apparently still in his teens, his little voice is aweary of the world. When he feels he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or resist. His laugh

*The Story of Edgar Bergen and Charlie McCarthy)* NO. 4 OF A SERIES

**Today . . .**

**1941-42**

*Bergen and McCarthy finished the winter season (October through April) with an average Hooper rating of 30.7.*

**APRIL 1943**

*For the sixth successive year, Bergen and McCarthy ended the winter season with an average Hooper rating of more than 30. (1942-43 average: 31.3)*

**MAY 1945**

*Bergen and McCarthy, now on 139 stations, begin their 9th year on NBC—firmly entrenched in the affections of a vast radio audience.*

is mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture . . . Since Charlie's radio audience cannot see him, Mr. Bergen has had to concentrate on the tone of the simulated voice and the wit of his script. Both these things he has done with such skill and originality that Charlie has become the most real personality on the comic air waves of the season."

• The new idea of Charlie McCarthy—a dummy on the air—backed by the skill and talent of Edgar Bergen, given NBC Network facilities and the great NBC audience, has resulted in one of the major paradoxes of the entertainment world—a wooden dummy who lives in the homes of millions of American families with an identity and character as real and full-blown as many national figures of flesh and blood.

# National Broadcasting Company

## America's No. 1 Network

*1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!*

NBC

A Service of Radio Corporation of America

**BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!**

*The brilliant conductor-composer-arranger, with 26 of radio's finest musicians, has already made 93 selections for Associated*

**D'Artega... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!**

HOW BIG *is* big-time showmanship? Big enough, we'd say, to emphasize the difference between a juke box and a broadcasting studio—*and between transcribed libraries.* Compare the usual trios, quartets and small band groups with Associated's BIG, brilliant units like D'Artega and his 26-piece orchestra. Compare, too, the incomparable quality of APS high fidelity *vertical-cut* recording and pure Vinylite discs. Write for complete facts today! Associated Program Service, 25 West 45th Street, New York 19.

**Associated Program Service**

**A Plus for AM...A Must for FM**

*Represented by Loren Watson, 400 Madison Ave., New York*


## *RAYTHEON GRANTED RELAY NET PERMIT*

RAYTHEON MFG. Co. has been granted FCC authority to erect five experimental relay stations between New York and Boston as first leg in a national microwave communications system. Stations are at New York, Bristol and Tolland, Conn., Webster and Lexington, Mass. Power will be 100 w, between 1,900 and 26,500 mc.

New techniques for transmitting and relaying FM and video programs as well as other communications will be tested. An aeronautical safety system of traffic control is contemplated.

Raytheon will erect two experimental FM stations, W2XRA and W2XRY, 105 and 107 mc, on top of the Lincoln Bldg., New York, where it has offices. Company has on file applications for television and FM stations in Waltham, Mass., and Chicago, as well as a video station in New York.

## Lohnes Injured

HORACE LOHNES, of the Washington law firm, Dow, Lohnes & Albertson, communications attorneys, received cuts and abrasions last Monday and two car-pool passengers were injured, one seriously, when a Capital Transit Co. bus crashed into the Lohnes car on Memorial bridge. Mr. Lohnes said the traffic line had stopped when the bus plowed into the rear of his car, throwing both his passengers against the windshield and him against the steering wheel. He was on his way to his Washington office from his Virginia home.

## Sgt. Sheldon Coons Jr.

SGT. SHELDON R. COONS Jr., 23, of the 8th Air Force was killed June 8 when his plane crashed near Llanbedr, Wales. He is the son of Sheldon R. Coons, consultant to RCA, NBC and other organizations. He enlisted in 1942 at the end of his sophomore year at the U. of North Carolina and had been overseas for 26 months in the 231st Bombardment Group. He was on the first leg of a flight for a furlough in the U. S. when the accident occurred.

## 20th-Century Fox Asks New York TV

### Would Use Own Talent, Films In Programming Station

TWENTIETH CENTURY-FOX FILM Corp., New York, asked the FCC last week for permit to build a 20 kw television transmitter in New York, desiring to take an active part in development of the visual art along with large-screen theater and color TV. Film talent and films produced by affiliates will be used for programming, along with other live pickups.

The firm already has license application pending for a TV station in Boston, along with an experimental station. None of its officers or principal stockholders have any broadcasting interest, the application indicates.

Cost of General Electric visual transmitter is estimated at $86,000, aural $64,000. Other costs include: antenna $18,000 (without tower); studio etc. $89,000; studio lighting, $6,000; frequency and modulation monitors $3,500; transmitter site $20,000; transmitter building $40,000; 500-foot tower $30,000; studio to transmitter, $16,000; portable transmitter $45,000. Monthly operating cost is estimated at $25,000.

Transmitter site would be at Prospect Ave. near Eagle Rock Ave., West Orange, N. J., with 500-foot tower atop a hill. Studio and office space could be rented from Movietone News Inc., subsidiary.

Frequency asked is Channel No. 5 (72-78 mc) as proposed in reallocation or as designated.

## CBS 'School' Set

CBS on Oct. 1 moves *American School of the Air* from present 9:15-9:45 a.m. spot to 5-5:30 p.m. [BROADCASTING, June 25]. Decision to move program from school hour time to late afternoon period was based on (1) network under arrangement can leave Arthur Godfrey program in morning spot and in its repeat broadcast 3:30-4 p.m., and (2) the new time for *School of the Air* gives CBS a solid hour (5-6 p.m.) of programs aimed at young audiences.


**REPRESENTED BY RAMBEAU**

doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

**REPRESENTED BY RAMBEAU**

means friendly, cooperative stations interested in making your advertising dollars pay dividends.

**REPRESENTED BY RAMBEAU**

means

*"Radio's First Special Representatives"*

**AP**

**WBRY, Waterbury, Connecticut**

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
**PRESS ASSOCIATION, INC.**
50 Rockefeller Plaza
New York, N. Y.

More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.
These five-minute news broadcasts occur every hour on the hour from 7 A. M. to 12 P. M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.
This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.
In Philadelphia it's WPEN

## WOR AND ARMY END DIFFERENCES

DAVE DRISCOLL, news and special events director of WOR New York and officers of the Army's Public Relations radio branch are friends again—after a brief but heated argument over whether broadcasters should be allowed to record from press conferences of returning Army generals.

On Sunday, June 24, WOR recorded interviews with Generals Devers, McNarney and Simpson. Made on a pool basis, with a public relations officer sitting in, the recordings were used by WOR and Mutual Sunday night—and by WOV WQXR WNEW WNYC WMCA on Sunday afternoon.

Paul Killiam Jr., assistant to Mr. Driscoll, talked with the generals for a quarter-hour informal discussion of their views on the German people, the High Command and the future.

MUTUAL heads at dinner meeting with Cowles officials to discuss WOL Washington plans include: (l to r) Harold Wagner, asst. prog. dir., Mutual; Charter Heslep, Mutual, Washington; T. A. M. Craven, exec. v.-p., Cowles; Robert Swezey, v.-p. and gen. mgr., Mutual; Merle S. Jones, v.-p., WOL; Arthur Casey, public relations dir., WOL; Phillips Carlin, v.-p., prog. operations, Mutual; John Whitmore, Mutual news head and Tom Slater, special events dir., Mutual.

## CAB News Letter

COOPERATIVE Analysis of Broadcasting will issue a *CAB News-Letter* "whenever and as often as newsworthy material is uncovered or developed by the CAB." Letters will be confidential to subscribers.

## WISN Asks TV

LICENSEE of WISN Milwaukee, Hearst Radio Inc., which also operates WBAL Baltimore, WCAE Pittsburgh and WINS New York, has filed application with the FCC for a commercial video outlet in Milwaukee on Channel 4, 78-84 mc.

## TREASURY REVEALS $75,000 SALARIES

SEVERAL radio executives appear in a partial Treasury Dept. list of persons who earned $75,000 or more in 1943 for personal services to corporations. Another list will follow. Payments to those affiliated with the radio industry, include:

David Sarnoff, RCA, $100,000 salary, $720 other compensation; R. C. Cosgrove, Crosley Corp., $50,000 bonus, $40,000 salary, total $90,000; Paul W. Kesten, CBS, $84,999; L. H. Rose, $111,068; the late W. E. Macfarlane, $103,692, C. M. Campbell $81,275, all Tribune Co., Chicago; Joseph Pulitzer, Pulitzer Pub. Co. $100,000 salary, $115,580 commission, $50,000 bonus, total $265,580; A. L. Lee, D'Arcy Adv. Co., $149,847; W. S. Gifford, AT&T, $206,250 salary, $4,100 other, total $210,350; C. P. Cooper, AT&T, $99,999 salary, $1,300 other; George W. Hill, American Tobacco Co., $120,000 salary; $137,275 bonus, total $257,275; Philip W. Lennen, Lennen & Mitchell, $79,999 salary, $3,333 bonus, total $83,332; F. B. Ryan, Ruthrauff & Ryan, $100,000; Raymond Rubicam, Young & Rubicam, $92,500; Harry L. (Bing) Crosby, Paramount Pictures, $294,444; Bob Hope, Paramount, $244,583; Don F. Ameche, Twentieth Century-Fox, $247,666; Jack Benny, Warner Bros., $137,500.

## NBC Co-ops' Score

APPROXIMATELY 70% of NBC's affiliated stations now have sold one or more of the network's cooperative programs, according to E. B. Lyford, NBC station relations. Two NBC stations have five different cooperative programs sold, four have sponsors for four of the shows, 20 have sold three a week, 26 two a week and 52 other stations at least one—a total of 104 out of 153 NBC affiliates. All programs are news or commentary.

PROGRAM titled "Maisie", starring movie actress Ann Southern, starts July 5 as summer replacement for Milton Berle's "Let Yourself Go", sponsored by Eversharp Inc., New York, on CBS, Wednesday 10:30-11 p.m. "Maisie" will shift to Thursday 8:30-8:55 on CBS. Agency is Blow Co., New York.


THE BRANHAM COMPANY

*Chicago*
*New York*
*Detroit*
*Atlanta*
*Dallas*
*Charlotte*
*St. Louis*
*Memphis*
*Kansas City*
*San Francisco*
*Los Angeles*

*representing*

| | |
|---|---|
| KTHS | Hot Springs, Ark. |
| KFMB | San Diego, Calif. |
| KWKH | Shreveport, La. |
| WCPO | Cincinnati, Ohio |
| WTJS | Jackson, Tenn. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| KTBC | Austin, Texas |
| KRIC | Beaumont, Texas |
| KWBU | Corpus Christi, Texas |
| KRLD | Dallas, Texas |
| WCHS | Charleston, W. Va. |
| WBLK | Clarksburg, W. Va. |
| WSAZ | Huntington, W. Va. |
| WPAR | Parkersburg, W. Va. |

KTFI
TWIN FALLS · IDAHO

# A radio station is known by the *Companies* it keeps

THE HUB

## Henry C. Lytton & Co.

*uses*

*the New*

# WJJD

*exclusively*

★Trust a retailer to know a good buy! The Hub, famous Chicagoland retailers for over 58 years, elects the new WJJD exclusively to radio its sales message to America's second largest market. And how it pays! To see one show, 514 youngsters shanghaied their parents into the Hub's "Campus Shop" attracted by Al Hattis, the Hub's "Kid Commentator." That's selling the WJJD way . . . 20,000 watts of potent SELLING POWER . . . delivered into the largest coverage area offered by any Chicago station . . . regardless of power.

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

## Veatch Manager of D. C. RCA Frequency Bureau

JAMES P. VEATCH, formerly in charge of the treaty section of FCC's international division, has been named manager of the Washington office of the RCA Frequency Bureau. Mr. Veatch will handle frequency allocations and station licenses for RCA.

Mr. Veatch

From 1930 to 1931 Mr. Veatch was with the Colorado Public Service Co., and then went with KFEL Denver as chief engineer. He joined the FCC in 1940, in charge of defense operations at Grand Island, Neb., and a year later, went to Washington with the Commission.

## Bilgewater Network

OF, FOR AND BY the crew of a Coast Guard transport, the "Bilgewater Network" is turning out programs the like of which we will never hear in these United States. Featuring a vest pocket edition of the Ink Spots, singing "commercials", dramatic skits like the Lone Stranger, and news, the station starts on the PA at 0600 every morning. The news is gleaned in the small hours from the radio in the radio shack, and delivered by one who calls himself "the poor man's Pearson & Allen." Studio "A" is the Army Transportation Office quarters.

## Voluntary Transfers Are Granted Three Stations

CONSENT has been granted by the FCC to voluntary assignment of license of KSWO Lawton, Okla., from Byrne Ross, who wishes to enter another business, and R. H. Drewry to a new partnership composed of Mr. Drewry and other local businessmen. Mr. Ross received $35,000 for his half-interest. Mr. Drewry is now 53.5% owner.

FCC also has granted the voluntary transfer of control of KOIL Omaha and KFOR Lincoln, Neb., from Charles T. Stuart and Capt. James Stuart to Stuart Investment Co., a family holding company in which the two transferors are major stockholders. Transaction involves issuance of 2,350 shares new common stock to the Stuart brothers, who purchased the stations last year for $350,000 [BROADCASTING, April 24, 1944].

## WHAT A DAY

**Bonds Were Sold, Too, During Larry Smith's Trek**

SO MANY bonds were sold when Larry Smith, (right), NBC commentator, toured Idaho that Gov. Charles C. Gossett (left) presented him with a commission as Colonel in the National Guard, State of Idaho. Larry made four speeches a day on his tour.

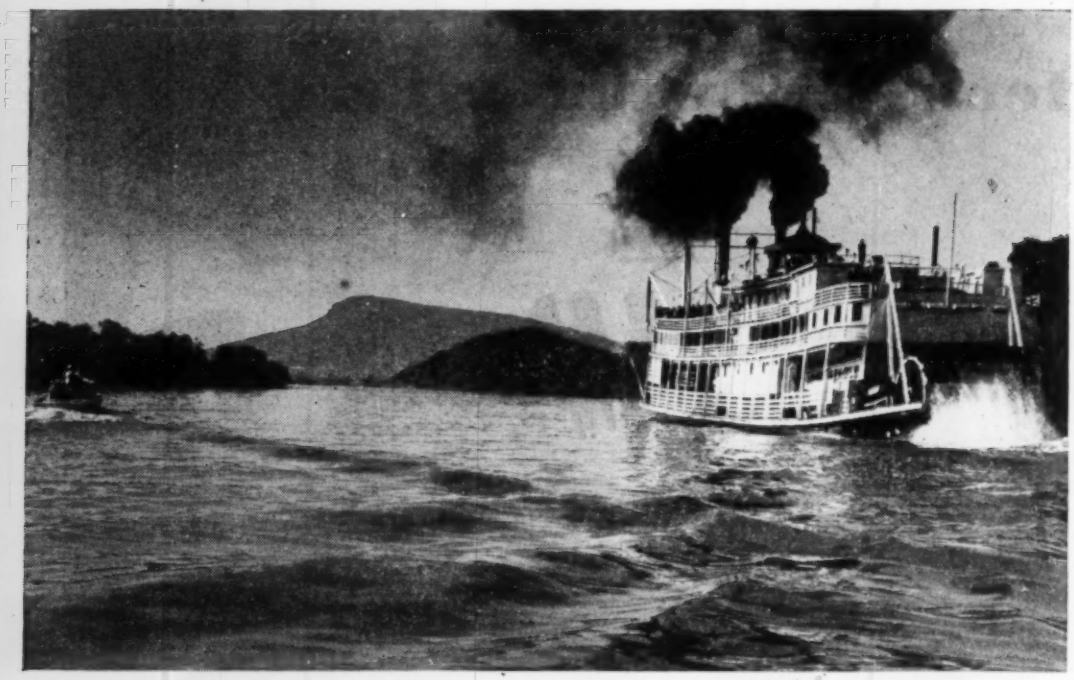
As guest of KIDO Boise, and Falk Mercantile Co., he found an impromptu aide in Cpl. Clare Haywald, picked up by the roadside. The delighted corporal recognized Larry as his favorite commentator. Cpl. Haywald had a date with a Falk employe; was guest of honor at a lunch; introduced to leading Northwesterners; taken to dinner for well-known Boise folk; given chair of honor on platform before meeting attended by 2,500.

## ASF Series

ARMY SERVICE Forces Radio Production Unit is working on a new series for CBS, tentatively titled *First Stop U.S.A.* It will deal with redeployment of troops. Time has not yet been set. Latest ASF program Monday, June 25, 10-10:30 p.m., *Tokyo Calling*.

## CBS Totals Programs

CBS in 1944 broadcast 30,218 programs, broken down as follows: music, 8,910; drama, 8,214; news and sports, 8,192; variety and comedy, 2,400; talks and discussions, 2,502.




**FOUR TVA LAKES ARE LOCATED WITHIN 25 MILES OF KNOXVILLE** *with a Total Shore Line of 3000 Miles.*

Lakes, mountains and seashore attract tourists. Knoxville offers lakes and mountains in abundance. It's estimated every tourist spends $10.00 per day in this area which means another big post-war source of income.

Reach this productive market through WBIR, affiliated with the American Broadcasting Company. WBIR offers coverage that counts . . . reaches 90% of the buying power of the Knoxville area. Specify WBIR and be assured sales effectiveness at low cost.

*Knoxville Tennessee*

WBIR
A NUNN STATION

JOHN P. HART, Mgr.

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky. Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.



AP

**WNLC New London, Connecticut**

. . . AP news of great value to us . . . has helped increase commercial revenue.

Gerald J. Morey
Station Manager

available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

# Mr. Customer, come here, I want you!

On March 10, 1876, Alexander Graham Bell transmitted the human voice by electricity for the first time in history. His sole audience, a laboratory assistant, working in a nearby room heard those first telephoned words: "Mr. Watson, come here, I want you."

Interestingly enough, Bell's telephone experiment became the parent of radio broadcasting of today. Through this miraculous medium, the human voice is now carried to a world-wide audience.

If you are using this miraculous medium to carry your sales message to Baltimore, you'll want a "party line." Therefore WCBM is your station. Listening to WCBM has become a habit in Baltimore, and when your "commercial" says: "Mr. Customer, come here, I want you," a highly profitable percentage of the Baltimore market will respond.

*Baltimore's Listening Habit*

**WCBM**

**THE MUTUAL BROADCASTING SYSTEM**

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

Restrictions are off! No Priorities needed now to buy Radio Towers. We can make immediate deliveries on Wincharger Vertical Radiators or antenna towers that will give you

★ LOW INITIAL COST
★ STRONG EFFICIENT COVERAGE
★ ATTRACTIVE APPEARANCE
★ LOW MAINTENANCE

Wincharger towers come complete with lighting equipment and anchors. They are easy and economical to install . . . And we can arrange to have your tower completely installed quickly and efficiently by experienced erection crews. Write or wire for complete information.

WINCHARGER
VERTICAL RADIATORS and ANTENNA TOWERS

WINCHARGER CORPORATION SIOUX CITY, IA.


# 'Girl Marries' Tops Hooper Day Data

## Average Sets-in-Use Shows Slight Seasonal Decline

JUNE Daytime Report of C. E. Hooper Inc. shows *When a Girl Marries* as the top-ranking weekday program, followed by *Pepper Young's Family, Our Gal Sunday, Portia Faces Life, Young Widder Brown, Stella Dallas, Breakfast in Hollywood* (11:15-11:30 a.m. EMT), *Ma Perkins, Breakfast in Hollywood* (11-11:15 a.m. EWT), *Big Sister*. Kate Smith's noonday talks, top in the last day report, is not in the first 10.

Report shows average daytime sets-in-use of 14.4, 2.6 below previous report, 0.7 below a year ago. Average rating is 4.1, 0.5 below last report, 0.2 below a year ago. Average day available audience is 70.2, no change from last report, 0.3 below year ago. *Ma Perkins* has highest sponsor identification, 73.9; *Romance of Helen Trent* largest number of women listeners per set, 1.36; *Tom Mix* largest number of men listeners per set, 0.55; *Hop Harrigan* largest number of child listeners per set, 1.31 *Tom Mix* also has largest total number of listeners per set, 2.53.

* * *

### Seasonal Dip

JUNE radio listening in the New York area, as charted by The Pulse Inc., New York, reflects the seasonal drop-off with the June indices approximately 10% below the May level. However, the average quarter-hour sets-in-use for June, 1945, showed an increase from 21.3 for June 1944 to 22.7. Top 10 evening shows were: Walter Winchell, Bob Hope, Joan Davis-Jack Haley, *Lux Radio Theatre*, Abbott & Costello, *Kraft Music Hall, Mr. District Attorney*, Fibber McGee & Molly, Eddie Cantor, *Take It or Leave it.*

A special Pulse survey on home activities 6-7 a.m. showed that at 6 a.m. only 10% of the homes have some members of the family awake; 6:45 a.m., 29% awake and by that time 1% of homes are unoccupied.

* * *

### Truman Ratings

POLITICALLY minded readers may draw their own conclusions from the following data: President Harry S. Truman's address last Tuesday to the closing session of the San Francisco conference rated 27.3 with an adult radio audience of 20,000,000, according to a special survey made by C. E. Hooper Inc. for CBS. Presidential address to the conference's opening session on April 25 rated 41.2 with an audience of 30,400,000 adults.

## Jingle Boosts Budget

UNITED FRUIT Co., New York, has increased its radio advertising appropriation by more than half a million dollars, to put its now-famous Calypso Jingle [BROADCASTING, June 25] on additional stations throughout the U. S. and in Canada. Only area not to be covered is the West Coast, where distribution is a problem, according to BBDO, New York, agency. Total radio appropriation for the banana jingle now runs over a million dollars.

JULIEN BRYAN, photographer, has been engaged to narrate his own series of films on WNBT, New York television outlet of NBC. Titled "Small Town, USA", films will be presented on RCA Victor Division Friday evening "The World for Your Home" program.


*Hon. Russell Tolg*
*Batten, Barton, Durstine & Osborn*
*Chicago, Illinois*

*Dear Russ:*

*Boy, is this picnic weather! We didn't have this kind of sunshine when we had our "Annual early-Summer all-out WCHS picnic". As a matter of fact . . . it poured that day. Every one who could quit work about noon and off we went to one of the local Country clubs. I got in a little swimming before she came down apourin' and all we had left to do was bend a couple of elbows, eat ourselves silly and let the boss clean us out at poker. Really wasn't much to keep us occupied. We did have a ball game (I hit a homer) and we managed to have a pretty good time. Matter of fact, when I left, almost twelve hours later, some of the boys were still tryin' to fill an inside straight. That was a day! We'll have another one while the weather's still good . . . wanta come down? Ah come on!*

*Yrs.,*
*Algy*

WCHS
Charleston, W. Va.

WSLI
JACKSON
MISSISSIPPI

GUM POND, MISSISSIPPI

This is a fine community in Pearl River County, but alert advertisers who don't want to be stuck will concentrate on JACKSON—metropolitan center where bank deposits in 1944 amounted to $114,325,886.53.

WSLI—the "Double-Return" station offers you maximum coverage of this market—at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

# KTUL Tulsa

## Gives Oklahoma its Mightiest Boost in the Mighty 7th with the "WELCOME HOME VETERAN" "E" WAR BOND CONTEST

## The Lucky "G.I." Wins—

- ★ A Brand New FURNISHED Home
- ★ All Utilities Paid for one year
- ★ All insurance Paid up for one year
- ★ A Brand New Automobile
- ★ Gasoline and Oil for One Year
- ★ A Years Supply of Food
- ★ A Complete Personal Wardrobe

Many Valuable Prizes for 20 Other Returning G. I.'s will be Awarded.

Artist's sketch of Home for lucky "G.I."

*Thanks* To the Tulsa Jr. Chamber of Commerce for the Manpower, and to Tulsa's Merchants, Manufacturers, Labor Unions, Utility Companies, Grocery Stores, and Automobile Dealers for their generous donations.

THANKS to Tulsan's for their purchase of "E" Bonds and the votes cast for *their* serviceman.

Gratefully,

*John Esau*
*General Manager*

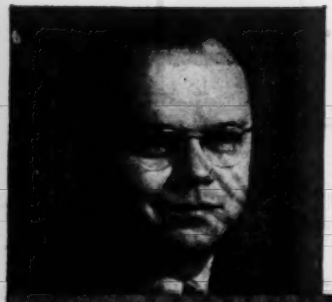
KTUL Tulsa

*Columbia* CBS *Network*

*Represented Nationally by* FREE & PETERS, INC.

# Men of Science behind

## RCA Laboratories



E. W. ENGSTROM
Research Director

V. K. ZWORYKIN
Associate Research Director

H. H. BEVERAGE
Associate Research Director

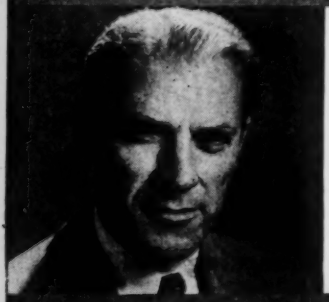
L. P. SMITH
Associate Research Director

J. L. CALLAHAN
Terminal Equipment

I. WOLFF
Radio Systems

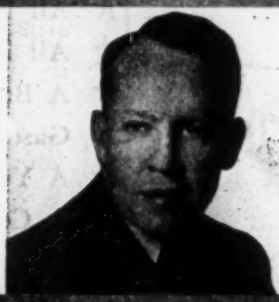
C. J. YOUNG
Facsimile

G. H. BROWN
Antenna Systems



W. L. CARLSON
Receiver Circuits

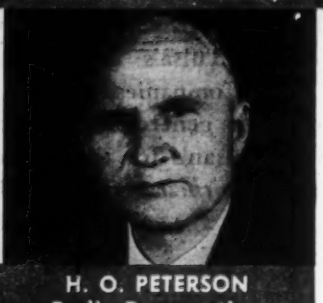
C. W. HANSELL
Transmitters and Relays



S. SEELEY
Industry Service

H. F. OLSON
Acoustics

R. D. KELL
Television



H. O. PETERSON
Radio Propagation

WE take this opportunity to "remember" men behind RCA . . . research men, engineers and associates . . . whose genius and teamwork gave the world electronic television, magic brain radio receivers, magic eye tuning, electron tubes for all purposes, full range recording, radar equipment —*before the war began!*

These men have created and improved electronic equipment for the Allied Armed Forces.

***PIONEERS IN PROGRESS***

RCA

# RCA Leadership

## RCA Victor Division

D. F. SCHMIT
Chief Engineer

G. L. BEERS
Asst. Chief Engineer

F. X. RETTENMEYER
Radio Apparatus

E. A. LAPORT
International

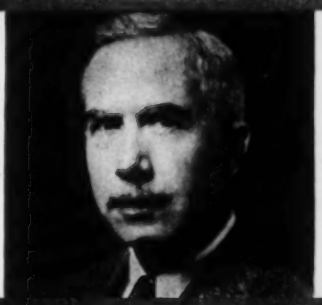
J. B. COLEMAN
Engineering

D. D. COLE
Instruments

G. R. SHAW
Tubes

DAYTON ULREY
Transmitter Tubes

W. P. MAGINNIS
Radio Receivers



M. C. BATSEL
Sound Equipment

A. C. BLANEY
Sound Recording

R. T. ORTH
Receiving Tubes

When conditions permit, all their present and past experience will be concentrated on developing new and finer RCA products . . . large-screen home television . . . Super-FM radio receivers, completely new automatic electronic phonographs and even better records . . . new electron tubes . . . the best in FM and AM sound transmitters. These men will indeed contribute to your enjoyment of peacetime living.

H. I. REISKIND
Records

J. W. MILLION
Auto Sets

# RADIO CORPORATION OF AMERICA

PRINCETON, N. J. · ROCKY POINT, N. Y. · RIVERHEAD, N. Y. · NEW YORK, N. Y. · CAMDEN, N. J. · HARRISON, N. J.
LANCASTER, PENN. · INDIANAPOLIS, IND. · BLOOMINGTON, IND. · HOLLYWOOD, CAL. · MONTICELLO, IND.

## McClatchy Pension Plan Wins Treasury Approval

AN EMPLOYES retirement plan instituted last November by the McClatchy radio and newspaper interests, providing pensions at the age of either 65 or 55, has been approved by the Treasury Dept., Eleanor McClatchy, president, announced. The plan has received 100% participation by employes of KFBK Sacramento, KMJ Fresno, KWG Stockton, KERN Bakersfield and KOH Reno.

Employes' contributions, handled on a payroll deduction basis, amount to 2% on the first $250 of monthly earnings and 3% on everything above this figure. The company pays the balance and cost of all credit for past service. Provision is made for return of contributions, with 2% compound interest, in event an employe leaves before 15 years or in case of death.

FOLLOWING annual sales meeting of W. F. McLaughlin & Co. participants paid a visit to firm's WMAQ Chicago *Supper Interlude*. Meeting with Joe Englehardt (r), director of the program's orchestra, are (l to r): Rudi Neubauer, NBC account executive; Donald Carry, McLaughlin sales manager; George Bogart, account executive of Sherman K. Ellis, Chicago, agency handling the account, McLaughlin's Manor House Coffee.

## New Studios of WROX To Have July Opening

NEW STUDIOS of WROX Clarksdale, Miss., are nearing completion, according to David M. Segal, station manager. Facilities are located at the WROX Bldg., formerly the Hopson Bldg., on Delta Ave. The project is under supervision of Bob McRaney, general manager of the Mid-South Network, with which WROX is affiliated.

Formal dedication will take place sometime in July, with Mutual and Mid-South officials present. The public will be invited to inspect the studios and offices. Class "A" network lines have been made available for Mutual programs.

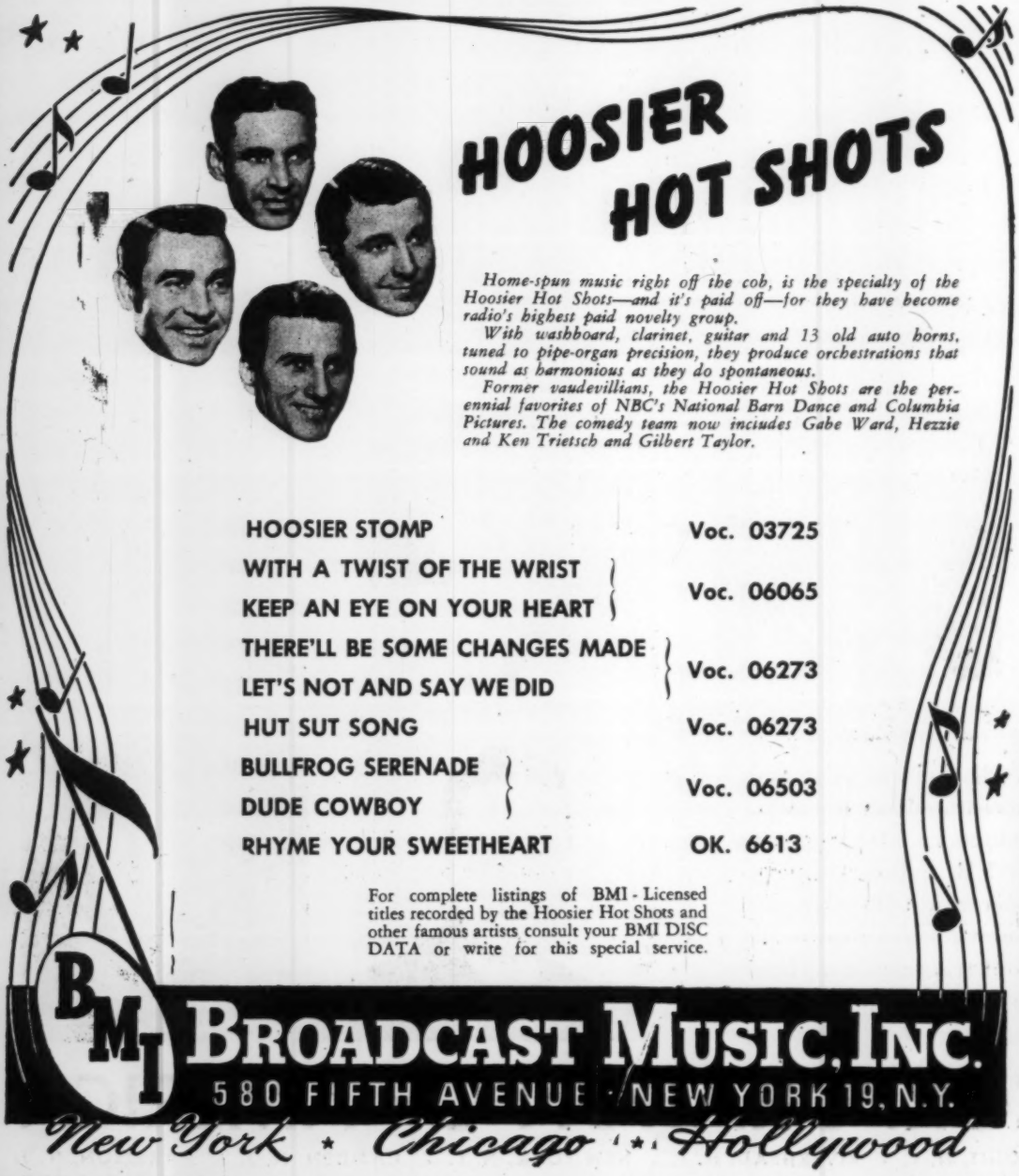
## NBC Ten Year Club

ONE-THIRD of the NBC central division employes are now members of the NBC Chicago Ten Year Club, as the induction of four new members June 13 brought total club membership to 94 out of a possible 290. New members are Everett Mitchell, central division director of agriculture, William Dripps, NBC director of agriculture, Arthur Pearson, purchasing agent, and Harry Maule, central division field engineer.

## Bracken Files Suit

EDDIE BRACKEN, star of NBC *The Eddie Bracken Story*, filed suit in Los Angeles Superior Court against Music Corp. of America on June 22 asking judgment on five points. Court action followed MCA complaint filed with Screen Actors Guild arbitration committee after Bracken reportedly dismissed MCA as his agent and repudiated their proprietary interest in the radio package. His suit in part asks that MCA be permanently enjoined from asserting or claiming any right or interest in the show. Standard Brands Inc. sponsored the series for 17-week period starting Feb. 1.

SOCONY-VACUUM Oil Co., New York, effective July 2 for eight weeks replaces "Information Please" on NBC, Monday 9:30-10 p.m., with "Rise Stevens Show", featuring Rise Stevens, Metropolitan Opera soprano, and orchestra with guest conductors. Socony agency is Compton Adv., New York.



HOOSIER HOT SHOTS
Home-spun music right off the cob, is the specialty of the Hoosier Hot Shots—and it's paid off—for they have become radio's highest paid novelty group.
With washboard, clarinet, guitar and 13 old auto horns, tuned to pipe-organ precision, they produce orchestrations that sound as harmonious as they do spontaneous.
Former vaudevillians, the Hoosier Hot Shots are the perennial favorites of NBC's National Barn Dance and Columbia Pictures. The comedy team now inciudes Gabe Ward, Hezzie and Ken Trietsch and Gilbert Taylor.
HOOSIER STOMP Voc. 03725
WITH A TWIST OF THE WRIST
KEEP AN EYE ON YOUR HEART Voc. 06065
THERE'LL BE SOME CHANGES MADE
LET'S NOT AND SAY WE DID Voc. 06273
HUT SUT SONG Voc. 06273
BULLFROG SERENADE
DUDE COWBOY Voc. 06503
RHYME YOUR SWEETHEART OK. 6613
For complete listings of BMI - Licensed titles recorded by the Hoosier Hot Shots and other famous artists consult your BMI DISC DATA or write for this special service.
BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York * Chicago * Hollywood

NATIONS No. 1 JIVE BOMBER

# BOB HOWARD

At 6:45 p.m., every single watt (and WHN has 50,000 of them) is jammed full of mirth-filled hilarity when BOB HOWARD entertains! BOB HOWARD, wizard of the keyboard, whizzes away the blues with his gay, zany, quarter hour of piano gymnastics and effervescent song styles.

BOB HOWARD, a *favorite* in New York, is a *natural* for getting RESULTS with his pre-tested format...in a market embracing 15 million people. A program with a "one man" talent cost. Call or wire today.

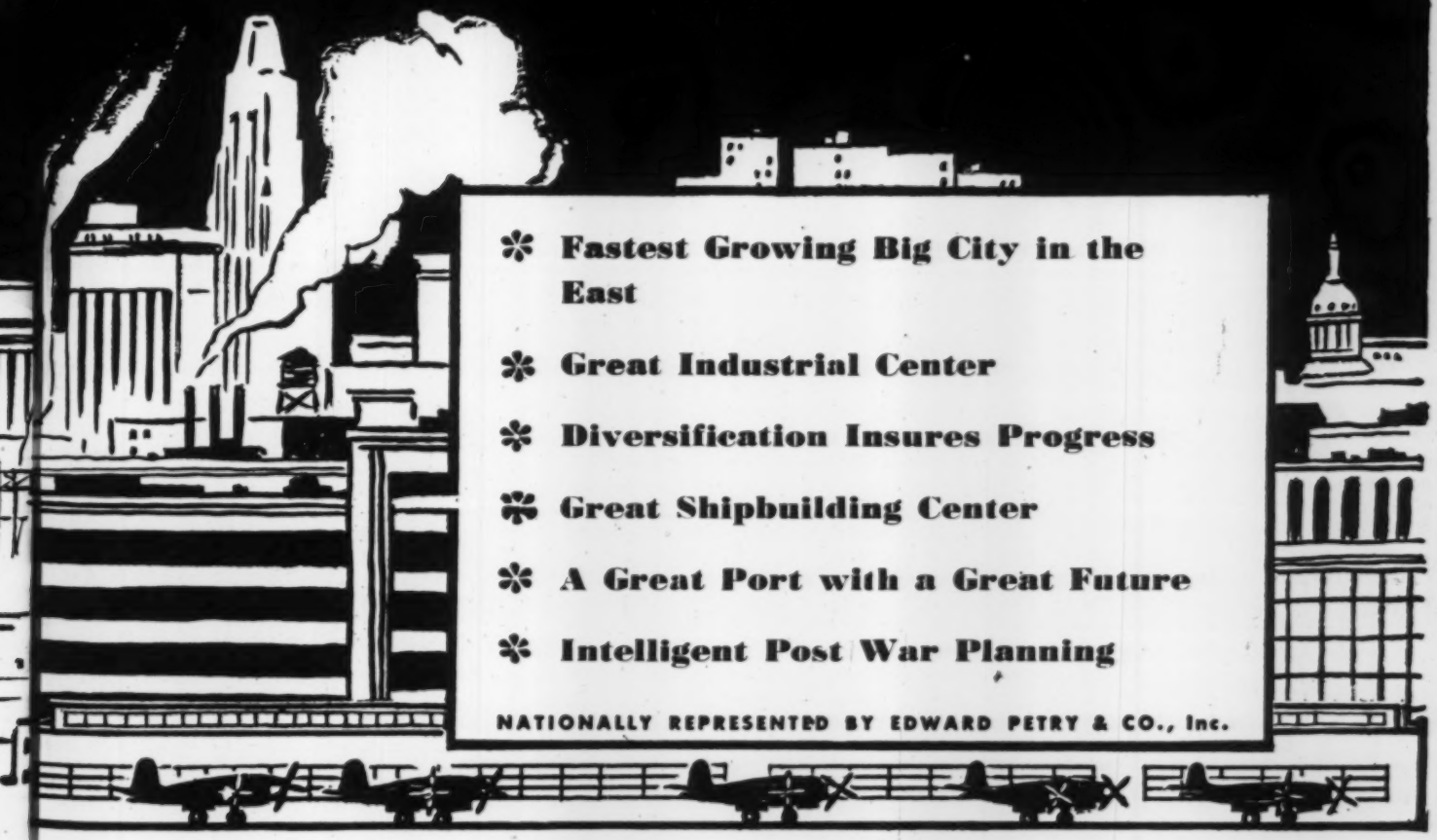
**WHN**
**1050**
NEW YORK

**AMERICA'S MOST POWERFUL INDEPENDENT STATION**

Represented by Rambeau

# WBAL means

# business in Baltimore*



- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Great Shipbuilding Center
- A Great Port with a Great Future
- Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

## Radio's Beat: The World

WITH PAPER rationing looking up as the war presses on successfully, the space peddlers are at it again. They've concocted a new line, according to hinterland reports. They're selling radio short on the news end.

As we get the story: "Radio didn't cut much ice as a news medium before the dogs of war began rampaging Europe. It won't amount to anything after the war is over. People will then rely entirely upon their newspapers."

Maybe some of the advertisers now sponsoring news (or their agencies) will fall for that sort of poppycock. It's our guess most of them won't tumble.

Every audience survey finds that the public places more and more reliance upon radio news. The public, moreover, has confidence in the news it hears.

Certainly, news interest is keenest when big things are happening. More newspapers are sold. More people listen.

When the Japs finally quit or are forced to surrender, and the peace terms are written, there won't be so many foreign headlines. Then much of the domestic news, played down because of space and time limitations, will hit the news periods and the front pages. Don't forget, too, that the spectacular strides made by transportation and communications in these war years have shrunk the map appreciably.

All the world is radio's beat now and henceforth. We imagine there'll be newspapers as long as people read. And there'll be news by radio as long as people listen.

## FM—Green Light Ahead

RADIO'S ultimate aural broadcast service—FM—is permanently assigned. By unanimous vote, the FCC has pegged the new broadcast service for operation in the 88-106 mc band, the No. 3 alternative, slightly modified.

The choice will bring down upon the FCC's head the wrath of those broadcasters, manufacturers and engineers who espoused the No. 1 alternative of 50-68 mc. The Commission based its decision entirely upon technical considerations. Available information as to propagation in the respective bands led it to the conclusion that the higher sector was best suited for FM's permanent haven. It had the economic arguments before it. There can be no question, in our view, as to the good faith of the decision.

FCC apple-polishing hasn't been our habit. In recent weeks we along with others have exhorted the FCC to act, and act promptly, on the evidence before it. The paramount consideration was that a decision be reached, so that all concerned would be able to design and tool up for peacetime production. Work couldn't be undertaken until the allocation was settled.

The FCC has reached a decision. It came only four days after final arguments were heard. The Commission previously had concluded that FM should have first claim on the most desirable portion of the available band 42-108 mc because it felt that this medium would become a permanent broadcast service. Television, on the other hand, the Commission concluded, would find its ultimate home in the "upstairs" portion of the high frequency spectrum, although the "downstairs" allocations should stand for some years.

Only time will prove the wisdom of the allocation. Certainly the FCC can justify its unanimous decision on the meagre data available. The Commission concluded that there are no bands that are entirely free of interference, and that FM, wherever it might be placed would be no Utopia.

One of the knottiest of the problems with which the FCC had to grapple was that of delay in introducing a 100 mc service as against one in the 50 mc band. Originally, it was contended that a confiscatory lag of two years might be entailed to design receivers and transmitters and related equipment. That estimate was reduced to about four months at the final arguments.

We are still at war. No materials yet are available for the construction of new stations. Manufacturers can now pitch in on their designs. There will be a 60-day interim period anyway between the time the equipment freezes are thawed and the applications processed by the FCC. Thus, it may be late next fall at the earliest before things can get underway. Even if things break fast, there would be few if any new stations in operation before the first of the year. That's the FCC's reasoning.

The FCC has acted, and with celerity. We hope there will be a minimum of quibbling. American inventive genius, notably in radio and electronics, has never failed to cope with any problem encountered. The 100 mc band can and will be harnessed for FM. It's up to the engineers and the manufacturers and the broadcasters to pitch in on the job, now that the technical rules of the game are written.

## Slogan For All

WE NOTE THAT KOIN in Portland, under the intelligent direction of its well known head, Chuck Myers, has concluded its second Institute for the Study of Radio.

In the KOIN brochure, given to all registrants at the Institute, there appears this Foreword:

"We define public service as the successful communication of local and national ideals (economic, social and cultural), according to the peculiar needs of each station's listening audience. It is democratic in function, free from bias, or selfish interest, and inseparable from every phase of station operation."

This might well be a shining slogan for all stations, regardless of their locations. By conducting such educational institutes, KOIN and other stations, such as KMBC Kansas City, are bringing to educators themselves a better understanding of free American broadcasting. Educators will leave such institutes of study with a keener appreciation of radio's contribution to our cultural life, and with more sharply defined ideas of how our kind of radio can be utilized in our kind of an educational world.

## Our Respects To —

MEFFORD ROSS RUNYON

FOR a man who entered radio through the "back door" by way of the CBS accounting office, Mefford Runyon has done all right for himself—and for CBS.

Network vice-president and director before he entered the Navy in 1942, he was named executive vice-president of Columbia Recording Corp., CBS subsidiary upon his retirement from active duty as commander on May 30. He assumed his new office July 1.

Mefford Runyon has had more unrelated careers than CBS has affiliates. He was born in Stilton, N. J., in 1897. In the midst of his sophomore year in chemistry at Rutgers he was called into the Army. By August 1917, he found himself attached to a medical unit overseas, in the thick of action in France.

When he was released from the Army he returned to Rutgers for more chemistry—only to get a job with a wholesale hardware company in 1920. They needed an accountant and even though he had never studied the mysteries of the ledger, Mefford Runyon had a natural bent and took the job, studying all the books he could find while he was doing the accounting.

He was so good at it that Price Waterhouse, one of the country's top accounting firms, hired him a few months later to take over an assignment straightening out the financial troubles of a few banks in Colombia, South America. He and another man went there and found it a wonderful experience. "We traveled by mule pack to some of the more inaccessible towns back up in the mountains," he recalls. "It took us about six days to get to one spot. But it was really a lot of fun."

With the Colombia banks' books in order, Mr. Runyon came back to join the Benson Rolling Mills as general manager. From there he became manager of the Bridgeport Brass Co.'s New York office. Then he went on to a consulting engineering firm as treasurer.

He was a partner in the Scarr Transport Service when Price Waterhouse called him back to do a job they especially wanted him to handle. CBS had hired the firm to do its books. Columbia executives liked the way he worked, and on the lookout for good men around which to build up their organization—this was in 1931—they asked him to stay on as their own accountant.

He stayed. Then he became successively comptroller, treasurer, vice-president and director. He bought KNX WEEI KMOX among others and bought and sold WKRC for CBS. He also was highly instrumental in introducing

(*Continued on page 46*)

# "Intelligently... Unselfishly... Successfully"

THREE words used by H. V. Kaltenborn to describe a WMCA program series when he, Norman Corwin and Raymond Gram Swing *unanimously* singled out WMCA as the only station in the country to receive the Edward L. Bernays $1,000 award.

"New World A-Coming," heard on Sunday at 3:03 to 3:30 p.m., is the program which, in their opinion, did "most to further democracy in America during the last year."

The Bernays award is latest in a long list of laurels that have come to WMCA. Laurels of which these are just a few.

PAGE ONE AWARD
OF THE NEWSPAPER GUILD OF NEW YORK
*"For alert and constructive public service."*

OHIO STATE UNIVERSITY INSTITUTE
FOR EDUCATION BY RADIO
*Fifth successive year WMCA has achieved first honors in the public discussion category.*

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
*"For contributions to national unity . . . understanding and harmony among all groups of the American people."*

VARIETY SHOWMANAGEMENT AWARD
*"For fostering racial good will and understanding."*

WRITER'S WAR BOARD—TOP RATING
*"For outstanding public service in the war effort."*

wmca NEW YORK
America's Leading Independent Station

It brings

RESULTS!

Careful weeding of a garden brings rewards in produce. Careful attention to the nearly two million listeners of WLAW is rewarded with increased sales.

**WLAW**

**LAWRENCE, MASS.**

Serving Industrial New England

**5000 WATTS 680 KC.**

Annual Retail Sales Approximate $650,000,000 within the WLAW 5 mv/m Contour

NATIONAL REPRESENTATIVES:

**WEED & CO.**


# MANAGEMENT

**JOHN COWLES,** chairman of the board of Cowles Broadcasting Co. (KRNT WNAX WOL WHOM WCOP) and the Cowles newspaper and magazine interests, has been elected a director of General Electric Co. and International General Electric Co. He is also a director of General Mills Inc., a major radio account.

**GENE WILLIAMS,** commercial manager of KPRO Riverside, Cal., has been promoted to station manager, according to announcement by W. L. Gleeson, president of Broadcasting Corp. of America, station licensee. A graduate of Missouri U. School of Journalism, Mr. Williams for 14 years was with the Janesville (Wis.) Gazette and WCLO Janesville. Mr. Gleeson is retiring from KPRO managership to devote fulltime to planning and construction of television and FM facilities.

Mr. Williams

**HUGH HARLING,** former program director of WLBC Muncie, Ind., is now manager of KRRV Denison, Tex.

## Canadian Production

CANADA may be making radio receivers before year-end for civilian production according to the *Toronto Financial Post.* Canada is expected to withhold any action until the U. S. amends its present order prohibiting manufacture of civilian radios.

**ROY H. THOMSON,** owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, Ont., and National Broadcast Sales, Toronto, sailed for England, France and Germany at the end of June to gather broadcast material.

**ED KOBAK,** Mutual president (above), welcomes KQV Pittsburgh to the network at special luncheon in Pittsburgh at William Penn Hotel attended by several hundred business and civic representatives. Mr. Kobak was speaker.

**CLAIR CHAMBERS,** manager of CJKL Kirkland Lake, Ont., has been elected vice-president of the Kirkland Lake Lions Club.

**BOB McRANEY,** general manager of Mid South Network stations, WCBI WELO WROX, has been named president of the Columbus (Miss.) Travelers Club.

**KEITH S. McHUGH,** vice-president of American Telephone & Telegraph Co., New York, has been named chairman of the American Management Assn.

## Our Respects to

(*Continued from page 44*)

the use of theaters as broadcasting studios to be used with an audience, and bought many now used by CBS.

Mefford Runyon has the democratic idea of how a network should "run" its O & O's. "After they get on a firm basis, let them run themselves," he believes. "It makes for less confusion, more freedom, and better feeling all around." The system he set up as the network was being formed is still in operation, and the feeling seems to remain good "all around".

In 1942, the urge to take part in the war overcame his personal ambitions, and he picked the Navy—because "I liked the type work Harry Butcher (another CBS v-p, now a captain, as Naval aide to Gen. Eisenhower) was doing at the time in Naval communications." Unlike most in his position who joined the service, Mr. Runyon went to Naval training school "and did push-ups with the boys". Then after communications school training, he was commissioned a lieutenant commander and assigned to the Bureau of Ships, electronics division, at the Navy Dept. He returned to inactive status May 30 and July 1 takes over his new CBS post as executive vice-president of the Columbia Recording Corp.

Married in 1922, he has two boys, H. Mefford, 20, in Navy submarine service, and John L., 14. They have a home in Darien, Conn., and some day he and his wife Janet hope to have that ranch out west they have been dreaming about.

Ranching is one career he hasn't tried yet.

## WTHT Joins American

WTHT Hartford, Conn., joins American Dec. 1, 1945, as a result of negotiations just concluded between C. Glover De Laney, manager of WTHT, and Keith Kiggins, vice-president in charge of stations for American. WTHT is now affiliated with MBS and Yankee and is owned by the *Hartford Times.* Station operates with 250 w on 1230 kc.


*This is*

**ROCKFORD**

**CITY OF ROCKFORD STATISTICS, 1944**

SOURCE: CHAMBER OF COMMERCE

| | |
|---|---|
| Metropolitan Population | 111,000 |
| Retail Sales | $85,975,098 |
| Bank Clearings | $122,845,034 |
| Bank Deposits 12/31/44 | $90,470,450 |

FROM "SALES MANAGEMENT" SURVEY OF BUYING POWER:

| | |
|---|---|
| Food Sales | $ 20,621,000 |
| Drug Sales | 3,093,000 |
| Wholesale Sales | 43,542,000 |
| Effective Buying Income | 137,244,000 |

**WROK**

THE ONLY STATION THAT WILL DO A JOB IN ROCKFORD, ILLINOIS

Check with HEADLEY-REED

Affiliated With The

AMERICAN BROADCASTING COMPANY


# COMMERCIAL

**ARTHUR M. TOLCHIN,** for eight years with the sales department for WHN New York, has been named assistant director of sales succeeding **IRA M. HERBERT,** to WNEW New York as director of national sales.

**JAMES MURRAY,** sales manager of KQV Pittsburgh, has been named a charter member of the Pittsburgh Chapter of American Marketing Assn.

**BOB EVANS,** commercial manager of WELO Tupelo, Miss., has been named president of the Tupelo Travelers Club.

**ED CUNNINGHAM,** NBC Chicago national spot sales traffic manager, replaces **DICK TENNERSTEAD** [BROADCASTING, June 11], as account executive in the spot sales department.

**ROBERT GARDINER,** salesman of WMT Cedar Rapids, Ia., is the father of a girl.

**FRED REID,** new to radio, to KTMS Santa Barbara, Cal. as account executive. **AMELIA O. JACOBI** has been added as traffic manager.

**SGT. E. M. LEONARD,** former salesman at WFBL Syracuse for 3 years stationed with the Sixth Ferry Command at Long Beach, Cal., has been released from service.

**MAJ. WARD INGRIM,** ex-sales manager for Don Lee Broadcasting System, San Francisco, has reported to Washington AAF headquarters for temporary duty prior to assignment as radio public relations officer for the AAF in the Pacific.

**WHBL** Sheboygan, Wis., has appointed Radio Adv. Co., New York, as national representative. WHBL, 1000 w day, 250 w night on 1330 kc, which joined American June 15.

**JOSEPH HERSHEY McGILLVRA Inc.,** New York, has been named exclusive national representative for WILM Wilmington, Del.


Covering

**Ohio's 3rd Market**

**At less cost with WFMJ—American Network**

*Ask HEADLEY-REED*

**WFMJ**

**YOUNGSTOWN, OHIO**

## . . . WMAQ at 7 AM

The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 34,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts
Represented by NBC SPOT SALES

1945—RADIO'S 25TH ANNIVERSARY
—PLEDGED TO VICTORY

*The Chicago station most people listen to most*

**670 ON YOUR DIAL**

. . . WHEN YOU GO WEST OF CHICAGO

STOP

IN THE QUAD Cities

More Retail BUYERS Than in any MARKET BETWEEN CHICAGO and OMAHA MINNEAPOLIS and ST. LOUIS

The latest Hooper listening index (February and March, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 56.4!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by—

WOC

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES

BASIC ABC · 5000 Watts · 1420 Kc.

# PRODUCTION

**WALTER JOHNSON**, now retired to inactive status after two years as captain with the Marines in Pacific, has been appointed program director of Don Lee Broadcasting System, Hollywood, effective July 9. Former West Coast radio director of Music Corp. of America, national talent service, he had at one time been producer for the regional network. **PAT CAMPBELL**, executive assistant to the vice-president, who has temporarily been handling program operations, resumes his executive duties which include direction of station relations.

**ALMA KITCHELL**, WJZ New York, is new president of the Assoc. of Women Directors of NAB, succeeding **RUTH CHILTON**, WCAU Philadelphia. Other officers include four vice-presidents: **MILDRED BAILEY**, WCOP Boston, **ELIZABETH HART**, WMAQ Chicago, **GWENDOLYN PEACHER**, KNX Hollywood and **DOROTHY LEWIS**, NAB New York. Secretary is **JANE DALTON**, WSPA Spartanburg, and treasurer is **BARBARA BATES**, WOW Omaha.

**JAMES LALOR**, page supervisor of NBC Hollywood, has joined KWJB Globe, Ariz., as announcer.

**JACK (Bud) EDWARDS**, program manager of KECA Hollywood, has been appointed western division program operations manager for American Broadcasting Co. He succeeds **LEO TYSON** who has been re-assigned to network's western division sales promotion research staff.

**LT. COL. GORDON HITTENMARK**, former early morning m.c. with WMAL Washington, addressed the Washington Ad Club at the Hotel Statler June 26. Col. Hittenmark has been instrumental in developing kits of radios, record players and records for servicemen overseas.

**JOHN COLE**, chief specialist in the Coast Guard and former director of "Vox Pop" program, has returned to Washington after duty in the Pacific as a combat correspondent. He is on temporary duty awaiting assignment to a naval district office.

**BOB BAYNE** has been added to WLBC Muncie, Ind., as head of public events department, newly added public service to the community and various organizations.

**STAN ROBERTS**, formerly with WSRR Stamford, and **WALTER H. ROBINSON**, formerly with KYW Philadelphia, to WQXR New York as staff announcers. Both have been released from the Army.

**BOB HEROLD**, announcer with WCED DuBois, Pa., has entered the Merchant Marine. New announcing staff members are **KENNETH JOHNSON** and **WALDO MORRIS**.

**BOB FULLER**, graduate of the WEEI Boston fourth announcers school, has been named production manager of WHEB Portsmouth, N. H.

**JIM PARSONS** is new member of the continuity staff of WLW Cincinnati.

**MARTHA ANN HEATH** is new member of the announcing and production staff of WCBI Columbus, Miss.

**DAVE LEE** is new announcer with WCKY Cincinnati.

**BILL MOYER** has returned to announcing staff of KIRO Seattle after absence of a year in which he recorded programs for AFRS, OWI and OIAA in Hollywood.

**ROBERT ELLIS**, formerly with KFMB San Diego, to KPRO Riverside, Cal., as announcer. **EDWARD HESS McLEAN**, released from the Navy, to KPRO as production man and head of talent bureau.

**BILL BANNER**, announcer, from WOPI Bristol, Tenn., to WSPA Spartanburg, S. C.

**NAT MARTIN**, from WCHV Charlottesville, Va., is new chief announcer and music director of WOPI Bristol, Tenn. **AL (Pappy) McDONAL** rejoins the WOPI announcing staff, also augmented by **TRACY COLE**, from WKPT Kingsport, Tenn.

**NAT HECKLER**, released from the Army, is new announcer with WHYN Holyoke, Mass.

**SIDNEY SMITH**, announcer, to WNOX Knoxville from KOMA Oklahoma City.

**HAROLD STEPHENS** is new program director of WLPM Suffolk, Va. He was formerly with WFPG Atlantic City.

**JOHN DAVIS**, released from AFRS and formerly with WSM Nashville, has joined WSAI Cincinnati as announcer. Another new addition to WSAI announcing staff is **PAUL MORGAN**, 17 years of age, previously with WMOH Hamilton, O., and WCPO Cincinnati.

**FRED WILSON**, program director of WIND Chicago, has resigned and is replaced by **ORVILLE FOSTER**, formerly music director of the station.

**ERNIE COURTNEY**, former announcer of CKGB Timmins and CFCH North Bay, Ont., and in the Canadian Army since 1943, has been liberated after nearly a year as prisoner-of-war in Germany.

**BOB HARVIE**, former announcer of CHEX Peterborough, Ont., is stationed at Gander, Newfoundland, in charge of production of VORG, RCAF station.

**VIC WHITMAN** has been appointed production manager of KTMS Santa Barbara, Cal.

**W. LEE RODDY**, writer of KMPC Hollywood and full-time member of station program department, was graduated from Los Angeles City College in late June with high honors. Besides conducting radio workshop, he had charge of City College radio class for 14 weeks.

**KARL MONK**, program director of CHEX Peterborough, Ont., is the father of a girl.

**ALAN THOMPSON**, released from the Royal Canadian Navy, has joined announcing staff of CBR Vancouver.

**MARK HAWLEY**, released from the Navy as a lieutenant, is now announcing J. C. Flippen's "Correction, Please" on NBC.

**LT. MAX HUTTO**, former NBC Hollywood producer and glider pilot with the 13th Air Force, has been assigned at the 21st Bomber Command based on Guam as combat radio reporter for the AAF Radio Production Unit.

**HARRY (Tex) HUNTER** is new announcer with WWNC Asheville, N. C., transferring from WSAN Allentown, Pa.

**MARIO MANTINI**, formerly associated with CBS, Mutual and Yankee Network, joins WCOP Boston as musical director. **PHYLLIS CLARKIN**, former copywriter with WHEB Portsmouth, N. H., to WCOP continuity staff replacing **HELEN LARSON**, to traffic department.

## Frank B. Warren

FRANK B. WARREN, 49, general counsel of RCA Communications Inc., RCA subsidiary, died in New York June 25 after a long illness.

Mr. Warren

Before Joining RCAC as general counsel in April 1943, Mr. Warren had been assistant counsel of the FCC and assistant general solicitor of the National Assn. of Railroad and Utility Commissioners. Mr. Warren was a native of Chippewa Falls, Wis., and an alumnus of the U. of Nevada. He is survived by his widow, Mrs. Dorothy C. Warren, and two sons, Donald, a student at the U. S. Naval Academy, and Richard, of New York City.

MERLE BLACKBURN, former radio director of Critchfield & Co., Chicago, is new publications director of Hawk Radio Co., New York, Bob Hawk's production firm.

First CHOICE OF NEWSPAPERS

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON

WRC NBC

Represented by NBC SPOT SALES

# This is Mrs. Smith...

## One of the 1,045,717 Housewives in the WGY COMMUNITY*

MRS. SMITH shops in one of the 18 busy industrial cities of over 25,000 population, or in one of the additional 79 thriving cities and towns arranged network fashion over eastern and central New York and western New England.

Brought together to form the WGY COMMUNITY*, these cities and towns provide one of America's leading markets. Mrs. Smith and her neighboring housewives purchase over 1⅞ billion dollars worth of food, clothing, and other family needs at retail stores—products they hear about over WGY. . . .

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

WGY Gives You the Hudson Circle

NBC

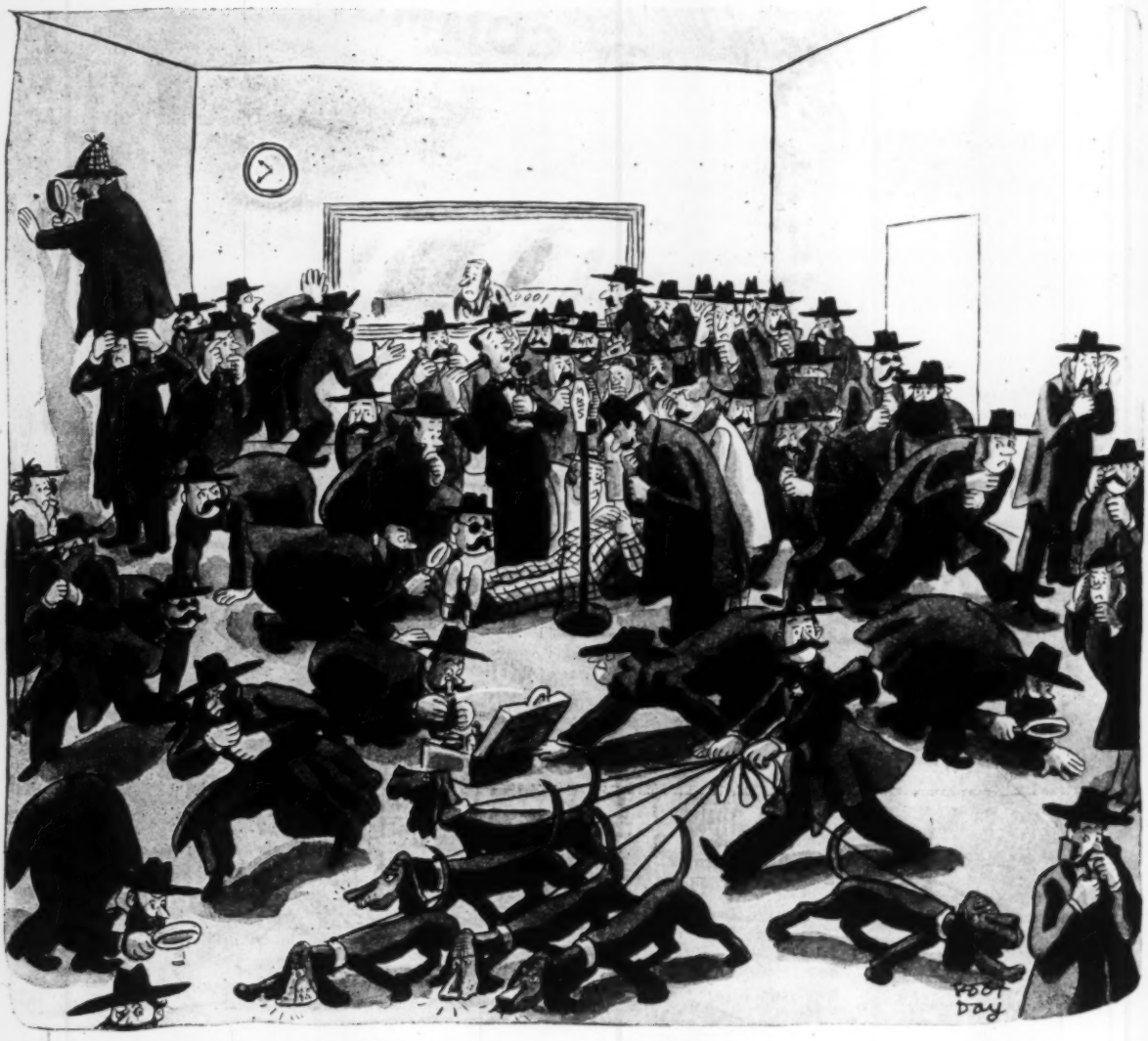
50,000 watts-NBC-23 years of service

**GENERAL ELECTRIC** **WGY** **SCHENECTADY, N. Y.**

WGY-235

*REPRESENTED NATIONALLY BY NBC SPOT SALES*

# Ever hear of a mystery with 260 solutions?



As a rule, a mystery can have just one solution. So Mutual breaks the rule.

Being the network that takes its showmanship seriously, we now dramatize mysteries that can have as many as 260 solutions apiece. Add new story-telling techniques *and* nationwide listener-participation *and* gripping, original whodunit material, and you have "Calling All Detectives". It keeps people on the edge of their chairs every Saturday night from 9:30-10 EWT.

It works like this. Sparkling dramatization carries the story up to the point where all the clues and suspects are clearly revealed. Then local announcers telephone to a listener in every market on the hookup to ask for the answer, while the rest of the audience eavesdrops on the phone call. Each station rejoins the network for the dramatic windup, and a final cut-in presents a prize to the neighborhood criminologist who came up with the right solution to the mystery.

To the listener, "Calling All Detectives" more than meets the universal yen to be a sleuth —it makes every family a part of the program and airs the name of somebody in every community on the line. That, gentlemen, is businesslike showmanship, with no false whiskers.

To a sponsor, this new show offers a local solution to every conceivable marketing problem. There's no better time for a shot of sales-adrenalin than when the customers are poised to cheer the local Hawkshaw. (If you distribute through franchised, one-outlet dealers, you can take *special* advantage of the program's unique operation.) Here, at your nearest Mutual office, is showmanship ready to work for *you*...

**MORE MUTUAL SHOWS DESIGNED TO SOLVE YOUR PROBLEMS**

Queen for a Day . . . how to make any woman happy
Arch Oboler's Plays . original tops in radio drama
Between Us Girls . mere man faces glamor ensemble
Leave It to Mike . . . . . a son of the sod to rely upon

*Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.*

# Mutual Broadcasting System

**WHERE SHOWMANSHIP MEANS BUSINESS**

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

•

AVAILABLE
CHAIN BREAK
*6 P.M. DAILY*
Between 8.7
and a 6.0 show
Wire or Call
WHBQ or Rambeau

Represented by RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

# News

**LES MAWHINNEY,** editor-in-chief of KHJ Hollywood newsroom, has been appointed news and special events director for Don Lee Broadcasting System, Hollywood.

**IRVING WAUGH,** announcer-sportscaster for WSM Nashville, has left for the Pacific to do recordings of southern troops.

**ROBERT WAGONER,** released from the Army after three years service, has joined the KHJ Hollywood news staff.

**JOHN FREDERICK BECK,** with UP New York since release from service, has joined CBS Hollywood news bureau as assistant to **CLINT JONES,** bureau director. He previously had been a news editor of KNX Hollywood bureau.

**CLETE ROBERTS,** foreign correspondent of American Broadcasting Co. now on European duty who was wounded in the first Philippine Islands landing, has been awarded the two bronze star Philippine Liberation Ribbon.

**GEORGE (Red) FABER,** news editor in NBC central division, has married **MARGE KNODEL** of central division traffic department.

**DOUGLAS BLAUFARB,** chief deputy of English department of ABSIE, London, and former head of the news division of WQXR New York, is the father of a girl, Ingrid Jean, born June 24 in London.

**WILLIAM F. BROOKS,** news and special events director of NBC, spoke on "Radio News" before the June 28 meeting of the Advertising Club of Syracuse. Featured was two-way broadcast conversation between Mr. Brooks and **STANLEY RICHARDSON,** NBC London representative, in which Mr. Richardson answered questions on the British advertising situation.

**WILLIAM J. DUNN,** CBS Pacific correspondent for 4½ years now on vacation in the U. S., is to rejoin Gen. MacArthur's headquarters in a few weeks.

MEMBERS of the Assn. of Radio News Analysts were entertained in Washington by President Truman. (L to r) Quincy Howe, Maj. George Fielding Eliot, Johannes Steel, secretary, Bill Henry, Max Hill, George H. Combs, William Hillman, H. V. Kaltenborn, Bob Trout, Ernest Lindley.

**JOHANNES STEEL,** WHN New York commentator, has been appointed foreign editor of Readers Scope magazine, in addition to his present post as associate editor of Read and Facts magazines.

**CLIFTON UTLEY,** NBC news analyst, was awarded honorary Doctor of Laws Degree at the 96th commencement exercises at Lawrence College in Appleton, Wis., in recognition of the "high standards in accuracy and impartiality he has attained as a news commentator".

# Allied Arts

**LEONARD JOY,** musical director of Decca Records Inc., New York, has been transferred to West Coast office as recording manager for Decca and World Broadcasting System Inc. **MICHAEL CONNOR,** former free-lance producer, has been appointed to head Decca and WBS recordings in Chicago.

**CRUSE CRAWFORD Distributing Co.,** Birmingham, has been appointed by Stewart-Warner Corp. to distribute postwar radios in 53 Alabama counties.

**LEAR Inc.,** Piqua, O., has appointed **BERT CAYGILL** as factory representative in southern California, southern Nevada, Arizona and Hawaii, with headquarters at Los Angeles.

**AFRA** members in an overwhelming vote by mail favored referendum cancelling annual convention to co-operate with unnecessary travel request. Cancellation automatically means maintaining present AFRA national officials for another year. Officials, however, expect to participate in regional conferences this fall. Elected to national AFRA board which serves for a three year term starting Sept. 1945, are: **QUENTIN REYNOLDS, KENNETH ROBERTS, MINERVA PIOUS, MYRON McCORMICK, ALAN BUNCE, JUANO HERNANDEZ, NED WEAVER, CLAYTON COLLYER.**

**HOWARD G. MAYER & ASSOC.,** national public relations firm, in a merger move, has taken over operation of Hollywood and Chicago offices of Tom Fizdale Inc. Mr. Mayer will direct Hollywood activities as well as those of the Chicago organization bearing his name. **WIN NATHANSON,** president of Tom Fizdale Inc., continues in charge of New York office. Hollywood staff of Fizdale has moved to enlarged quarters taken over by Mayer & Assoc. at 6331 Hollywood Blvd.

**PAULA NICOLL,** station relations traffic manager of Mutual, has become secretary-treasurer of Tower Transcriptions Inc., new program company located at 247 Park Ave., New York. Phone: Plaza 3-9327.

**DALCO APPLIANCE Co.,** division of Dallman Supply Co., San Francisco, will handle distribution of Lear home radios in north California, Nevada.

**STEWART-WARNER Corp.,** Chicago, has appointed J. M. Keely Sales Co., Miami, as distributors of Stewart-Warner postwar radios in southern half of Florida.

**CHARLES W. ROBBINS,** who recently resigned as vice-president in charge of sales of Emerson Radio & Phonograph Corp., New York, has set up his own organization known as Charles W. Robbins Co., New York. Company will represent manufacturers of television, radio products, electrical appliances in selling and distributing products.

**GEORGE H. ALLEN,** manager and secretary, Cooperative Analysis of Broadcasting, has been named national chairman of the new committee on personnel and placement of the American Marketing Assn. Committee members are now being appointed in major U. S. cities.

**PAULINE BIOW** has been named an associate of Al Sherman, Washington publicity consultant.

**VINCENT GILCHER,** former sound department director of Radio City Music Hall, New York, has joined Wright-Sonovox Inc., Hollywood, as chief engineer.

STOP
WATCHES
*Now*
*Available*
FROM STOCK

GALLET • GALCO • SECURITY
TIMERS

Send for catalog showing complete line
suitable for radio work

*No Priority Necessary*

M. J. STILLMAN CO., INC.

116 S. Michigan Ave. Chicago 3, Ill.

*Shake hands with* WFPG
ATLANTIC CITY, N.J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

*For further details on WFPG---write* EDDIE KOHN, ATLANTIC CITY, N. J.

*For further details on other Friendly Group Stations, write*
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

# Ladies and gentlemen...

## NOW TRANSCRIBED
## for local and regional sponsorship

***13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR***

"Orchids to the Easy Aces' program"... WALTER WINCHELL

"Your program tonight best writing I've heard in years"... EDDIE CANTOR

"A Radio institution"... NEWSWEEK MAGAZINE

"Goodie Ace is America's greatest wit"... FRED ALLEN

"The best entertainment I've ever heard on the air"... ANNE HUMMERT

**WRITE, WIRE OR PHONE**

**FREDERIC W. ZIV COMPANY**

NEW YORK — 2436 READING ROAD, CINCINNATI, OHIO — HOLLYWOOD

DO YOU GET OUR DRIFT (Ky.)?

Let's put it this way: suppose your broadcasts *did* reach Drift; what would you have? If you know the average small Kentucky town, you can imagine! So we wouldn't worry *too* much about missing that above-named metropolis. Not if you're being heard in WAVE's Louisville Trading Area—where people earn and spend more money than in the rest of Kentucky *combined!* The drift around Louisville is toward even *more* prosperity! Want some of it?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

KFMB Sells SAN DIEGO

. . . AND DOES IT RIGHT!

With the full, basic BLUE-ABC schedule . . . plus shows of local and civic interest. KFMB is the spark-plug of a great exclusive audience . . . 373,500 civilians reside in Metropolitan San Diego . . . within 15 miles of our antenna. You can only cover them properly if you cover them from within!! Let KFMB do it!!

KFMB
THE BASIC BLUE NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

# AGENCIES

**A. W. MARTINEZ,** former publicity and public relations executive of J. M. Mathes Inc., has been named director of publicity and public relations of Geare-Marston, Philadelphia. Department and services are being enlarged.

**RUTH CAIN FARRELL,** for eight years advertising and promotion staff member of Procter & Gamble Co., Cincinnati, is now copywriter for Ralph H. Jones, Co., Cincinnati.

**ALVIN KABAKER,** on active duty as lieutenant in the Navy for 2½ years, has been appointed manager of Dancer-Fitzgerald-Sample, Hollywood office, effective immediately. Mr. Kabaker had been with D-F-S for four years.

**ANN KENNADY,** publicity director of Hill Adv., New York, is joining the American Red Cross on July 16 for overseas duty.

**THOMAS C. DILLON,** copy chief of BBDO San Francisco, has been transferred to agency's Los Angeles office replacing **B. E. HOWARD,** resigned. **ROBERT NEVILLE,** formerly with Douglas Aircraft Co., has been added to BBDO Los Angeles copy and contact staff.

**WILLIAM J. CALDWELL,** copywriter, has rejoined McCann-Erickson after six-month leave of absence with the AAF, flying 68 bombing missions in the Pacific before being wounded. He was awarded 10 American and Allied decorations.

**KAY ROBIN** formerly with Hale Bros. Dept. Store, San Francisco, has joined Kelso Norman Organization, San Francisco, as account executive.

**MALCOLM BOYD,** Hollywood producer of Foote, Cone & Belding on NBC "Albers Homemakers' Hour", has resigned to freelance.

**RALPH H. JONES Co.,** Cincinnati, is enlarging office quarters at present location on 31st floor of Carew Tower Bldg.

**CAPT. R. C. BAKER,** released from the Canadian Army in which he has served since 1942, has returned to executive post in Baker Adv. Agency, Toronto.

**ANTHONY LORD,** former advertising manager of the American Can Co., has joined Ward Wheelock Co., Philadelphia, sales promotion staff.

**JOSEPH W. BROWN,** former advertising manager of Sun Ray Drug Co., Philadelphia, has established J. W. Brown & Assoc., 1420 Chestnut St., Philadelphia, to specialize in retail drug chain advertising.

**FRANCES S. RUEMPLER,** for seven years in charge of the contract department of National Export Adv. Service, has joined McCann-Erickson, New York, as assistant to director of foreign media.

**JOHN L. CALLAHAN,** former assistant director of advertising and merchandizing of Best Foods Inc., New York, has joined contact staff of Young & Rubicam, New York.

**DIANA BOURBON,** for 20 months overseas with OWI, returns to Hollywood office of Ward Wheelock Co. as director of radio.

**PAUL J. HEROLD,** former manager of the Boston office of Albert Frank & Co., has been named manager of the new business department of Albert Frank-Gunther Law, New York.

**CHARLES FLEMING,** released from Marine Corps and formerly of Sears, Roe-Buck & Co., Chicago, advertising department, has joined copy staff of Reincke-Ellis-Younggreen & Finn, Chicago.

**ALICE NELSON,** former assistant publicity director of Merchandise Mart, Chicago, has joined Earle Ludgin & Co., Chicago, as head of new public relations and publicity department.

**MARCIA KNAPP,** assistant timebuyer of MacFarland, Aveyard & Co., New York, was married June 7 to **MIKE SWEENEY,** salesman for American, New York.

**ALICIA ANN FOGARTY,** former member of the research staff of Young & Rubicam, New York, to research department of Ralph H. Jones Co., Cincinnati.

**JACK MEAKIN,** Hollywood producer for Foote, Cone & Belding on NBC "Hoagy Carmichael Show", has resigned to freelance. **ED CASHMAN** has taken over network assignment on a freelance basis.

**N. B. SHEPPARD,** for five years in charge of advertising production and promotion of Ex-Lax Inc., New York, has joined H. C. Morris & Co., New York, as an account executive.

**CHARLES LASHER,** in expansion of general advertising department of Young & Rubicam Hollywood office, has been transferred from New York as copy chief. **LOIS COREY** has been placed in charge of traffic and media for San Francisco operations.

**JOHN TOIGO,** vice-president of D'Arcy Adv. Co., New York, has taken charge of the agency's New York office replacing **ALFRED N. STEELE,** named vice-president in charge of coordinating advertising, sales and sales promotion of the Coca-Cola Co., Atlanta [BROADCASTING, June 18].

## Ad Club Wins Honors

THE OREGON ADVERTISING Club, under its president, Arden X. Pangborn, general manager of KGW, won the Grand Sweepstakes award at the 42nd Annual Conference of the Pacific Advertising Assn. held in San Jose. Named the club with the most imposing list of accomplishments among the 28 member organizations, it also captured four out of six first places for membership gains, programs, attendance and advancement of business. H. Quenton Cox, assistant manager of KGW, was reelected vice-pres., PAA District 2.

PRESS party for Ed "Archie" Gardner of NBC's *Duffy's Tavern* given recently in New York brought together (l to r): Joseph H. Holmes Jr., Young & Rubicam contact for Bristol-Myers Co., sponsor; Robert B. Brown, assistant v-p of Bristol-Myers Co.; Mr. Gardner; and Joseph A. Moran, assistant director of radio for Young & Rubicam.

Watch!
Homer Griffith Company
Radio Station Representatives
The West's Largest Fastest Growing Organization
"We know the West We sell the West"
Homer Griffith Company
Hollywood San Francisco Seattle

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WSLB
(Mutual)
Ogdensburg, N. Y.
Is Typical YOKEL
250 Watts AND ALL THAT
But no CORN POPPER
RCA—All the way
Full UP wire (5 years)
Ministers' Assoc. (5 years)
Rural Reporter (5 years)
(67 women correspondents)
Local Editor (newspaper refugee)
WSLB
IS
COUNTRY—BUT GOOD
(The Walker Co. Representatives)

ONE OF THE GREAT STATIONS OF THE NATION
kgw
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

# HE'S *the* FAVORITE'S FAVORITE... and *Michigan's Favorite Host!*

## It's Not "*WHAT*" He Sells ...But "*HOW*" He Sells!

*Ask* National Sponsors such as: THE GREAT ATLANTIC & PACIFIC TEA CO., CANADA DRY GINGERALE (SPUR), GRIFFIN ALL-WHITE and AIR-WICK.

They have found out—along with many local and regional advertisers . . . how effective and unique his selling method really is . . .

## *That's* EDDIE CHASE *With* "MAKE BELIEVE BALLROOM"

MONDAY THRU FRIDAY, 2:00 to 3:00 P.M.

**WXYZ Detroit, Mich.**

## *Time Now Available*

To have Eddie Chase spin your sales records up to a new high level—Get In Touch With:

KING-TRENDLE BROADCASTING CORP
*1700 Stroh Bldg. Detroit 26, Mich.*

*or* PAUL H. RAYMER COMPANY
*New York Chicago Detroit*
*Los Angeles San Francisco*

ON THE OCCASION of his election as chairman of the CBS Affiliates Advisory Board, I. R. Lounsberry, exec. v-p of WKBW Buffalo (r), receives congratulations from Paul W. Kesten, CBS exec. v-p.

## Walter E. Moss

WALTER E. MOSS, 62, general business manager of International News Service since 1941 died June 22 of a heart attack at his New York home. Mr. Moss entered the press association field as secretary to Roy Howard, head of United Press, and in 1917 joined INS as salesman. He later became assistant sales manager of King Features Syndicate, parent organization of the news wire, and on May 1, 1934, when INS decided to enter the radio field, he was appointed sales manager in charge of radio, a post he retained until 1941, when he became business manager. Surviving are his widow and brother.


ALBUQUERQUE

*Is New Mexico's Major Market*

★ KGGM ★

1260 KC. — 1000 WATTS. FULL TIME — COLUMBIA AFFILIATE

| | |
|---|---|
| POPULATION* | 73,327 |
| 14 1/10% OF TOTAL STATE POPULATION | |
| BUYING POWER** | $90,265 |
| 27 1/4% OF TOTAL STATE INCOME | |
| RETAIL SALES** | $40,580 |
| 22 8/10% OF TOTAL STATE RETAIL SALES | |

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO


# SPONSORS

**BENRUS WATCH CO.**, New York, is sponsoring "CBS World News" on eight stations of CBS Pacific Network, 8:55-9 p.m. Tuesday - Wednesday - Thursday. Program is departure for company which has used only spot announcements and time signals. Young & Rubicam, New York, has account.

**MAJ. GORDON S. CULVER**, released from active duty with the AAF, has been elected to the newly-created position of vice-president in charge of retail operations and merchandising for United Drug Co., Boston. Before beginning active military duty in 1942, Major Culver was merchandise manager of Walgreen Co., Chicago.

**KNOMARK MFG. Co.**, New York (Esquire Boot polish), sponsor of "Polishing Off the News" on WEAF New York, is planning active radio campaign this fall. Programs and spot announcements will be included. Agency is Emil Mogul Co., New York.

**RENEE PRODUCTS** of Chicago, new company, has appointed Rocklin Irving & Assoc., Chicago, to handle advertising of Barrette Pins. Firm began quarter-hour participation show six-weekly on KFNF WLOG June 25 and starts on WDGY KSAN July 2. Contracts are for 13 weeks.

**NEUMODE HOSIERY Co.**, Chicago, resumed sponsorship June 26 of "The World Traveler" over WGN Chicago, Tuesday 7:15-7:30 p.m. Contract for 53 weeks was placed thru George H. Hartman Co., Chicago.

**VAN BRODE MILLING Co.**, Clinton, Mass., has appointed Hal A. Salzman Assoc., New York, to handle its advertising campaign. Radio is being considered.

**FEDERAL SAVINGS & LOAN Institute**, Los Angeles (investment), in two-week campaign, on July 2 starts participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX. Firm in addition sponsors weekly quarter-hour "Melody Parade" on KFI. Placement is thru Elwood J. Robinson Adv., Los Angeles.

**DENBYS TROY**, New York (women's ready-to-wear specialty shop) has appointed Modern Merchandising Bureau, New York, to handle its advertising campaign. Five-minute programs and a spot announcement campaign are scheduled to start in the fall.

**CONSOLIDATED ROYAL CHEMICAL Corp.**, Chicago (Colorback), started Johnny Betts program June 25 on WGN Chicago, Monday thru Saturday 3:45-4 p.m. Contract for 52 weeks placed thru O'Neal, Larson & McMahon, Chicago. Firm is planning additional radio. Station list is not completed.

**GLOBE GRAIN & MILLING Co.**, Los Angeles (flour), on July 2 starts Elsa Maxwell on 17 California Don Lee stations, Monday thru Friday 8:15-8:30 a.m. (PWT). Mutual cooperative show, program will also be sponsored by Richard Halliburton's Dept. Store on KOCY Oklahoma City and by Chas. Verling Furniture & Appliance Co. on KHAS Hastings, Neb.

**POLK-MILLER PRODUCTS Corp.**, Richmond, Va. (disinfectant) is using two participations weekly on KYW Philadelphia "Ruth Welles Program", placing for 13 weeks thru N. W. Ayer & Son, Philadelphia.

**CARL J. SMITH** in charge of a sales promotion for two years, has been named assistant manager of the sales promotion and advertising department of Shell Oil Co., New York.

**L. J. APPLEGATH & SON**, Toronto (chain hat stores), is using spots on CKEY Toronto. Agency is Frontenac Broadcasting Agency, Toronto.

**BAR-DOL OIL Co.**, Vancouver, has started weekly quarter-hour "Future Unlimited" on CJOR Vancouver. Agency is McConnell, Eastman & Co., Vancouver.

**DON JUAN (Canada) Ltd.**, Montreal (lipstick), has started thrice-weekly spots on a number of Canadian stations. Agency: J. M. Korn & Co., Philadelphia.

**VICK CHEMICAL Co.**, Toronto (cough drops), has started five-weekly spots on a number of Canadian stations. Agency is Morse International, New York.

**HUNT'S Ltd.**, Toronto (chain candy shops and restaurants), has started six-weekly spots on CKEY Toronto. Account was placed by Ellis Adv. Co., Toronto.

*(Continued on page 58)*


GETTING AROUND IN NEW YORK

is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

HOTEL ROOSEVELT
Dean Carpenter, General Manager
Madison Ave. at 45th St., New York.

Other Hilton Hotels Include Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House
C. N. Hilton, President

DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

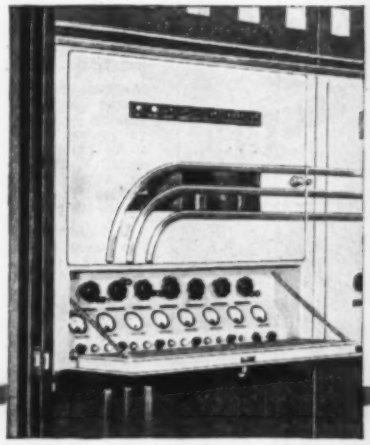
# "Supervisory control helps put the finger on trouble" ★

*C. W. Burtis, Chief Engineer*
*WPEN, Philadelphia*

This statement by Mr. Burtis, on the value of well-designed supervisory control, brings into sharp focus the extra dependability featured in all Westinghouse transmitters. *For Westinghouse transmitters have more supervisory control than any other type manufactured today.*

Indicator lamps, for example, tell at a glance which circuit has been overloaded, even though the transmitter has returned to the air. "De-ion" circuit breakers supply full overload and undervoltage protection, automatically reduce outage time. Controls reset automatically. Circuit checkup is simplified.

This dependability and efficiency in Westinghouse transmitters are products of on-the-job knowledge gained in 25 years of building and operating radio stations. Your nearest Westinghouse office can give you all the facts on Westinghouse transmitters . . . 5, 10 and 50 kw, AM, and 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08117



★ "Without a doubt, supervisory control is one of the more worth-while additions to the indication devices on a transmitter. It definitely helps put the finger on any trouble that develops by approximating the sphere of that trouble."

(*Signed*) C. W. Burtis

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

*Electronics at Work*

XXV RADIO'S 25th ANNIVERSARY KDKA

## SPONSORS

(*Continued from page 56*)

**FRONTIER FOODS of PHOENIX**, Phoenix, Ariz. (potato chips), new to radio, Aug. 9 starts quarter-hour "Buster Fite and His Western Playboys" on Arizona Network stations (KTUC KSUN KOY), five weekly. Contract is for 52 weeks. Garfield & Guild Adv., Los Angeles, has account.

**KIP CORP.**, Los Angeles (Kip ointment), in extensive western campaign is using varied schedule of transcribed spots on 21 stations. List includes KFPY KHJ KMYR KWKW XEMO KFBK KMJ KWG KERN KOH KLO KOVO KEUB KVNU KID KVRS KERO KWLK KGY KELA KAST. Placement is thru Dean Simmons Adv., Hollywood.

**INTERSTATE BAKERIES Corp.**, Los Angeles (Weber's bread), on July 2 adds daily quarter-hour news period on KVEC San Luis Obispo, Cal., to newscast schedule on KrVD KTMS. Contract is for 52 weeks. Firm in addition sponsors thrice-weekly half-hour "Lone Ranger" on Don Lee California stations KPMC KXO KHJ KFXM KGB KVEC KVOE KDB. Dan B. Miner Co., Los Angeles, has account.

**CARL J. SMITH** has been appointed assistant manager of the sales promotion and advertising department of Shell Oil Co., New York. He has been in charge of all sales promotion activities of the department for two years.

**JIM DOLEN**, Los Angeles (used car dealer), in late June started weekly half-hour program of recorded music on KFAC and KGFJ. Firm in addition sponsors nightly quarter-hour racing results on KGFJ as well as daily transcribed spot schedule on KFAC KFVD KRKD KMTR KGFJ. Contracts are for 13 weeks. Smith, Bull & McCreery Adv., Hollywood, has account.

PRESENT for first of two special NBC-WNBT television showings of reception accorded Gen. Eisenhower in Washington are these oil executives.

Front row (l to r): F. H. Skehan, N. Y. div. mgr., Colonial Beacon Oil Co.; A. Clarke Bedford, exec. v-p, Standard Oil; R. W. Keppel, so. regional mgr., Standard Oil. Second row: R. M. Gray, mgr., advertising-sales promotion dept., Standard Oil; R. L. Brickley, ass't. N. Y. div. mgr., Colonial Beacon Oil; J. F. Johnson, oil burner sales, N. J. div., Standard Oil.; Gordon D. Donald, N. J. ass't. div. mgr., Standard Oil. Third row: Curt A. Peterson, radio director, Marschalk & Pratt, New York, agency handling Esso radio account; S. R. Giellerup, agency partner; E. F. Phillips, advertising-sales promotion dept., Standard Oil; B. A. Swedish, merch. ass't, Colonial Beacon; John R. Allen, M & P television director.

**SANTA FE VINTAGE Co.**, Los Angeles (Santa Fe Supreme Wines), out of radio for three years, on June 25 started quarter-hour "American Sports Round-Up four-weekly on KECA Hollywood. Contract is for 13 weeks. Firm in addition uses day and night spot schedule on KMPC KHJ KWKW KFMB KFSD KGB KVOE KDB KFOX KPRO KFXM. West-Marquis, Los Angeles, has account.

**MULLEN CHEVROLET Co.**, Los Angeles (used cars), new to radio, as a test campaign in mid-June started using varied spot announcement schedule on KFAC KFVD KRKD KMTR. Contracts are for 13 weeks. Allied Adv. Agencies, Los Angeles, has account.

**MINICK ICE CREAM Co.** and Wilshire Dairy Co., Los Angeles (wholesale) in an educational campaign to explain restaurant food shortages, on July 2 starts five-weekly participation schedule in "Art Baker's Notebook" on KFI Los Angeles. Contract is for 13 weeks. J. B. Kiefer Adv., Los Angeles, has account.

**AMERICAN SCHOOLS**, Chicago (home correspondence course), adding to West Coast schedule on July 1 started thrice-weekly quarter-hour program of recorded music on KXL Portland. Firm in addition uses similar type programs on KGFJ KFVD KIEV KROW KSAN. Earl R. Culp Adv., Los Angeles, has account.

**EDWARD I. FESSLER**, former assistant advertising manager of Benrus Watch Co., New York, has been appointed advertising and sales promotion manager of Pierce Watch Co., New York.

**WILDROOT Co.**, Buffalo, has signed for quarter-hour program on WGL Fort Wayne, Ind., Mon.-Wed.-Fri. 6:30 p.m., featuring Slim Bryant and his Georgia Wildcats. Contract is for 52 weeks.

**PURITY DRUG Co.**, Passaic, N. J., has named Korn & Co., Philadelphia, to handle advertising for Nucoperrin. Radio will be used.

**W. F. McLAUGHLIN & Co.**, Chicago (Manor House Coffee), has started sponsorship of 10 to 15 transcribed spots weekly for 52 weeks thru Sherman K. Ellis & Co., Chicago, on following stations: WHBF WOSH WIBA WTAQ WKZO WDEF WOC WOWO WCBS WROK WMBD WDAN.

**HARBOUR-LONGMIRE**, Oklahoma City (furniture), has started sponsorship of "Easy Aces" Mon. thru Fri. 2 p.m. on KOMA Oklahoma City. Firm was recently bought by Spiegel Inc., Chicago.

**MEIG'S & Co.**, Bridgeport, Conn. (specialty shop), has signed for local sponsorship on WNAB Bridgeport of American co-op series featuring Walter Kiernan. Contract is for 52 weeks. Franklin-Simon's, Bridgeport (wearing apparel) on Aug. 1 for 52 weeks sponsors Constance Bennett's American co-op series five-weekly on WNAB.

**LANGENDORF United Bakeries**, San Francisco (bakery products), adding to southern California spot schedule, has started 16 announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Agency is Pacific Coast Adv., Los Angeles.


WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

*Affiliated with the*
NATIONAL BROADCASTING COMPANY

*National Sales Representative*
GEORGE P. HOLLINGBERY CO.

*"The Stromberg-Carlson Station"*

NORTH EAST SOUTH WEST
*The Texas Rangers*
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW ON
WNBF
*Binghamton*
*Hamlin Drug Stores*
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

IN PHILADELPHIA
1ST. IN SPORTS
10,000 WATTS
DAY & NIGHT
Philadelphia's Most Powerful Independent
WIBG
SELLS! SELLS! SELLS!

# this is a Bull...

He is one of the many bulls in North Dakota. His immediate family, and even relatives twice-removed, number close to two million. This particular bull lives in the southeastern part of the state, near Jamestown. He has made a name for himself, because he is one of the most important industries in this part of North Dakota.

Naturally, the buying and selling of Mr. Bull is of ever-increasing importance in a state that ranks as one of the largest suppliers of beef in America. Last year's annual market value of beef in North Dakota was $61,137,600. Therefore Mr. Bull can be credited with placing money in people's pockets. People with money in their pockets are able to buy things. And radio is one of the most effective ways to sell things.

For example the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29 county coverage, 71,092 have radios.*

**1940 U.S. Census, projected by NAB Research Bureau*

KSJB CBS
JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.

*New York, New York, Empire State Building, Lexington 2-6892 • Chicago, Illinois, 360 North Michigan Avenue, State 0361 • St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579*

# MORE planes available MORE space available SPECIFY AIR EXPRESS

**WHEN TIME MEANS MONEY,** Air Express *earns* its weight in gold. Specify this fastest delivery for all urgent shipments — there's more space available these days for all important traffic.

**HIGH SPEED FOR LOW COST.** When you consider that shipments travel three miles a minute between airport towns and cities, the cost of Air Express is low, indeed, as is shown by typical rates on chart.

**AND COST INCLUDES** special pick-up and special delivery in major U. S. towns and cities — a service that makes same-day delivery possible in many cases. To 23,000 off-airline points there are rapid air-rail schedules. Direct service to scores of foreign countries.

| AIR MILES | 2 lbs. | 5 lbs. | 10 lbs. | 25 lbs. |
|---|---|---|---|---|
| 250 | $1.04 | $1.25 | $1.57 | $2.63 |
| 500 | $1.11 | $1.52 | $2.19 | $4.38 |
| 1000 | $1.26 | $2.19 | $3.74 | $8.75 |
| 2500 | $1.68 | $4.20 | $8.40 | $21.00 |

**WRITE TODAY** for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS — GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States


## Radio Men Staff Pacific Stations

### Ex-Industry Names Serving With New AFRS Outlets

AN INCREASING number of radio men are serving in the Pacific, many of them manning new Armed Forces Radio Service stations in the Philippines. Officer in charge of WVTK in the Philippines is Capt. Harmon O. Nelson, producer with Young & Rubicam, New York and office manager with Rockwell-O'Keefe, Hollywood.

Capt. Wynthrop M. Orr is executive officer for the Jungle Network AFRS in Manila. He was writer-producer for CBS and NBC, New York and Chicago, and for WLS Chicago before entering service. Another, Lt. G. Terry Ross, who was an NBC sound technician, is with the Army Transport Service in the Pacific.

Program director of the Jungle Network is T/Sgt. Thomas H. Moore Jr., former program manager of WOR New York and radio writer with J. Walter Thompson and Lord & Thomas, New York. Technician for WVTM in the Philippines, Corp. George Hayward, is a former technician with WABC New York.

Corp. Tol Ware (Avery), program director of WVTF in Dutch New Guinea, was announcer-producer with KSFO, KPO San Francisco and WFAA, KRLD Dallas. A one-time announcer with WNEW, New York, WRC Washington, WDFJ Roanoke and WAIR Winston-Salem, Pfc. Roger Forster Von Roth now announces with WVTF New Guinea.

Pfc. Walin Hatter, writer-announcer with AFRS, was formerly with KGB San Diego. Pvt. Phil Gross, sportscaster for WVTF, did sports broadcasts for KSL Salt Lake City and KOA Denver before entering the Army.

## Training Ground

A TRAINING GROUND to teach college journalism instructors the principles of radio news-writing has been established at WTIC Hartford under a plan conceived by the Radio News Committee of the NAB in conjunction with the American Assn. of Schools and Departments of Journalism. Interested universities may send their instructors to WTIC for a 10-week to three months internship to prepare them for the establishment of special courses in radio journalism.

## Double Trouble

NO FRICTION if diction is good at WFBL Syracuse. But comes trouble if words are slurred. Cause? Executive secretaries are Miss Nill and Miss Hill, sales department has Mr. Wylie and Mr. Riley, control room boasts Mr. Howell and Mr. Kowell. Confusing, hmmmm?

## VOICE FROM HOME

### Ex-WJTN Announcer Hears Station While at Front

*Cpl. Goldman*

WHILE on duty at a teletype switchboard during the small hours of the morning of June 4 in Weisbaden, Germany, Cpl. Simon Goldman, on leave as manager of WJTN Jamestown, N. Y., received an unexpected touch of home.

As he describes it in a letter, "One of the GI's from the teletype section came in and informed us that he would provide a bit of radio entertainment to make the night go faster. With the usual GI ingenuity, he somehow hooked our telephone setup into a radio circuit in another part of the building so that programs came over our inter-telephone system and still didn't interfere with calls.

**Familiar Voice**

"At 4 a.m. like a bolt from the Blue (Network), I heard a familiar voice and the opening of a program from my own WJTN! I grabbed the receiver and placed it next to my ear (it had been hanging so that my partner and I could both listen). I tied the thing around my neck so that I could hear everything for the next 15 minutes while I was working. It sure was a grand feeling—hearing those WJTN voices, plus the live music which you had lined up for the show. It was a swell program and everyone did a super job."

The program was WJTN's contribution to the *Let's Go To Town* series arranged by the NAB and the Army Service Forces.

## MP's Like Bob Trout

CBS Newsman Robert Trout is "No. One News Commentator of 1945" to M.P.'s at the Parris Island, S. C., Marine Corps base. In a letter to Mr. Trout last week, they told him: "Your job in reporting the death of our great President was a great one. And we can't forget the job you did on the victory in Europe. We're just a bunch of Leather Heads down here . . . some from the Canal, some from Saipan, a few from Tarawa, and a very few from Iwo Jima. But we can listen to a man for five minutes and tell if he's a good Joe. Bob, we all think you're on the ball. Keep up the good work."

# PERFECTION IS OUR *ONLY* AIM!

Japan knows the magical efficiency of Detrola-built mine detectors and other electronic devices. With the eclipse of the Rising Sun, Detrola will manufacture distinctive radio and television receivers . . . sturdy record changers . . . all of unparalleled value.

REMEMBER AND BUY IN THE 7TH!

**DETROLA RADIO**
DIVISION OF INTERNATIONAL DETROLA CORPORATION
DETROIT 9, MICHIGAN

Number ONE

...IN READERSHIP

Nation-Wide Coverage of Advertising and Marketing News

Readers of ADVERTISING AGE receive the most complete reports of advertising and marketing developments, in all lines, all over the country, available through the general advertising press. With the largest staff of editors and correspondents ever organized to report significant developments on the sales and advertising front, ADVERTISING AGE is must reading for top executives of national advertisers and their agencies.

For example, ADVERTISING AGE maintains its own Washington editorial office, and its weekly analysis of governmental policies and programs, "In Washington," has had an amazing record for accuracy. And news breaking in New York, Chicago, Detroit, Boston, or any other merchandising center is given equally thorough attention.

News forms are open until Friday afternoon, and copies are delivered to readers Monday morning—the fastest mechanical production schedule of any weekly business paper, we believe. All this adds up to a unique reader service, and explains why ADVERTISING AGE is consistently rated Number One in readership studies made independently by advertisers and agencies.

Have you seen our new brochure, "Do We Have What It Takes?" Send for your copy today!

Advertising Age

*The National Newspaper of Marketing*

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

## Services Train

(*Continued from page 23*)

Institute. (USAFI) is the Army-Navy school under the direction of the Information and Education Division, ASF and the Educational Services Section, Bureau of Personnel, Navy. Located at Madison, Wis., it maintains branches around the globe, with students of all services attending classes or taking courses by correspondence in every war theater.

Enlisted men and officers are eligible for enrollment. Courses in electronics include: measuring instruments and batteries, radio for beginners, basic radio code, radio communication (in two parts), electrical engineering, radio writing, radio broadcasting and radio engineering. The latter three are courses offered by colleges and universities.

The Marine Corps Institute, with headquarters at the Marine Barracks, Washington, is open to all Marines, officers and enlisted personnel. Correspondence courses are offered with the same basic plan as USAFI. College and university courses are handled through USAFI for Marine Corps personnel.

Radio and allied courses are: general radio, sound technician, elementary electrical engineering, practical radio servicing, radio operating. The courses in practical radio servicing, radio operating and sound technic of the Marine Corps Institute include principles of FM, facsimile and television.

Both USAFI and Marine Corps Institute keep their courses fluid, with many of the textbooks in looseleaf form to keep up with the latest electronics developments.

### How to Contact Servicemen

The Marine Corps Institute, reports that study of radio is one of the most rapidly growing subjects offered, especially that of radio repairing. The majority of men applying for radio courses are in communications work in the service.

There is no time limit as most of the men start a course, go into action, return and resume their studies. However, there are inspiring records of men who have started courses a few days after they have secured a beachhead at Saipan, Tarawa or Iwo Jima. Men in hospitals are the most active students.

The United States Employment Service has established a highly commendable record of successful placements of returning servicemen in the radio industry. USES offices throughout the country have lists of veterans desiring employment, complete with their service records, skills and training.

Of great help in translating the servicemen's war job into terms of industry placement are two books prepared by the War Manpower Commission, *Special Aids for Placing Military Personnel in Civilian Jobs*—for the Army, and *Special Aids for Placing Navy Personnel in Civilian Jobs*—for the Navy. Both may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Army aid costs $1, the Navy 30 cents. These books list the service job and its qualifications, related civilian occupations, training required, physical activities the civilian job entails, and its working conditions.

## RACETRACK FIRST

### WHAS Broadcasts From Back of Galloping Runner

*WHAS announcer coaches jockey.*

FROM the back of a racehorse galloping in a work-out around the track at Churchill Downs, a jockey with a portable transmitter made another "first" in broadcasting history recently on WHAS Louisville.

Bad weather conditions obscured the broadcast but WHAS technicians and producers got a good enough idea of the problems and enough experience to say that the experiment "should lead to an interesting show about Derby Day next year". They were quite satisfied with their "first" stunt even though the pouring rain deadened most of the sound and the lightening killed most of the voice. A special permit was obtained from the FCC for the portable transmitter.

## Wilson Assigned

WILLIAM R. (Bob) WILSON, Chief Specialist, Navy, has been assigned to the Radio Unit of the Special Services Division, Navy Bureau of Personnel. In radio since 1935, when he joined WLBC Muncie, Ind., he has been with stations in Peoria, Springfield, and the WOWO-WGL Westinghouse stations in Fort Wayne, as news and special events director. He will be news editor, newscaster and production assistant on Navy programs beamed overseas.

## Guide Veterans

A PERMANENT Veteran's Guidance in Advertising Committee has been formed by the Advertising Club of New York, under chairmanship of Capt. H. Gordon Smith to assist veterans familiar with advertising to find a job and to inform others as to the potentialities in the field of advertising, marketing and selling.

# A Good Situation* Made† Better•...

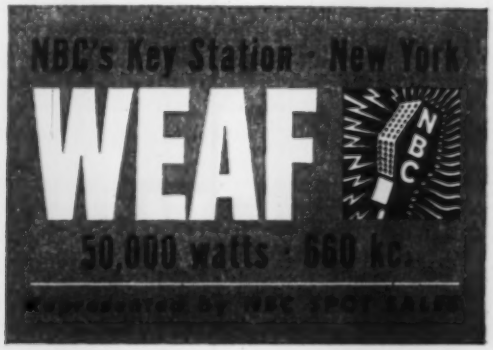
*Footnotes to a Campaign★*

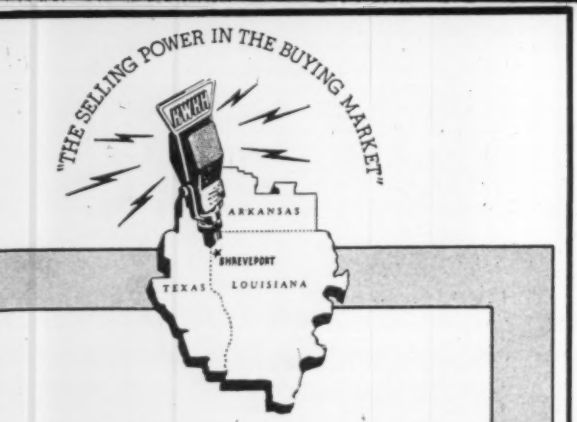
*SITUATION . . . In January 1944, WEAF was the high Hooper-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. Topping ten other rated stations, Hooper's check showed an average rating of 3.8%, representing 17% of the available audience.

†MADE . . . WEAF took steps to improve this rating. Four first quality shows were put in the hour—Don Hollenbeck, Serenade to America, Bill Stern, and Lowell Thomas. An intensive advertising campaign in the metropolitan newspapers was followed by vigorous and continuous promotion.

•BETTER . . . In April 1945, WEAF was still the top-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. The WEAF average rate jumped from 3.8 to 5.7, an increase of 50%. This rating means that WEAF is now getting more than 25% of the available listening audience—that one out of every four set users at that hour is tuned to 660.

★*FOOTNOTE TO A FOOTNOTE . . . The heart of this 6:00 to 7:00 hour—the twenty-five minute "Serenade to America" program, is available for sponsorship. The high quality of this musical program, plus its steadily increasing popularity, make it one of the outstanding bargains of the day.*






In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

**KWKH**

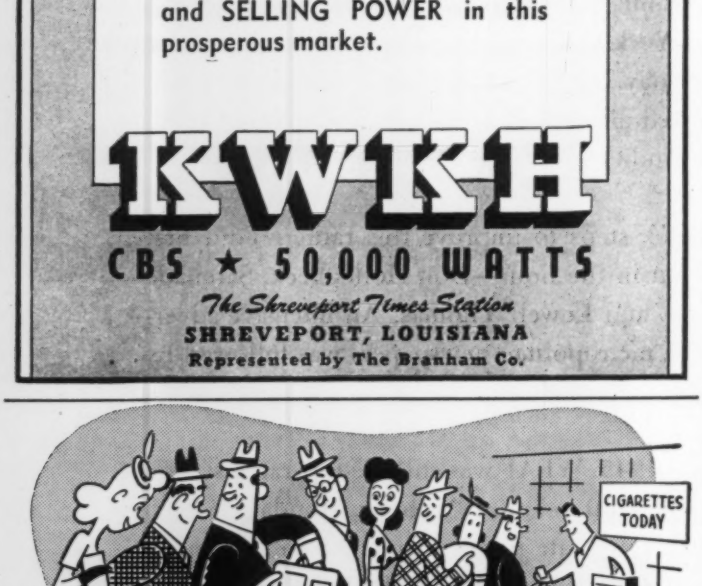
**CBS ★ 50,000 WATTS**

*The Shreveport Times Station*

**SHREVEPORT, LOUISIANA**

**Represented by The Branham Co.**






**I CAN ALWAYS GET MY FAVORITE BRAND OF ENTERTAINMENT ON W-J-W**

Yes, every day, more and more people are making WJW entertainment *their* favorite brand. A skillful blend of sales-building local shows and the best ABC (Blue) Network programs has helped WJW make more consistent gains than any other Cleveland station, morning, afternoon and evening! This right combination for listeners makes WJW the Cleveland-area's fastest growing station.

BASIC *Blue Network* CLEVELAND, O.

WJW 850

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY


# FCC Allocations Order Text

Full text of the FCC order allocating the 44-108 mc band follows:

On May 25, 1945, the Commission made public its final report of allocations above 25,000 kilocycles, except for the region of the spectrum from 44 to 108 megacycles. With respect to this region, the Commission proposed three alternative allocations for FM, television, facsimile, non-government fixed and mobile services, and the amateur service. In its report, the Commission stated that the final decision among the three alternatives could be made with a great deal more assurance if more factual data were available. The Commission also pointed out that a program of experimentation during the summer months designed to collect further data was possible, since the War Production Board had assured the Commission that the radio industry would not resume production of AM, FM, and television transmitters and receivers in 1945 or even in the first part of 1946 unless Japan capitulated, and that the War Production Board would give the Commission 90 days' advance notice in the event of any change in its production estimates.

However, in view of the fact that the War Production Board subsequently advised the Commission that the manufacture of AM, FM, and television transmitters and receivers might commence at an earlier date than was originally indicated to the Commission, and that it would probably not be possible for the War Production Board to give 90 days' advance notice to the Commission before production was resumed, the Commission on June 5, 1945, ordered a further argument and hearing in order that a final decision might be reached at the earliest possible date. Such a hearing was held on June 22 and 23, 1945, marking the culmination of an extended series of hearings and oral arguments which began in September, 1944.

## Primary Concern

As the Commission noted in its report of May 25, 1945, its primary concern in making allocations between 44 to 108 megacycles is that FM shall be assigned the frequencies best adapted to its needs. All of the other services for which provision is made in this portion of the spectrum, have allocations in other portions of the spectrum, so that they are not wholly dependent upon their assignments here. FM, on the other hand, is receiving assignment only in this portion of the spectrum, and accordingly it is essential that it receive an allocation which will give a permanent locus, as free as possible from interference and other shortcomings.

The three alternatives proposed for FM are:

(1) 50- 68 megacycles
(2) 68- 86 megacycles
(3) 84-102 megacycles

There was unanimity that alternative No. 2 (68-86 mc.) is completely unfeasible. Accordingly, the choice lies between alternatives Nos. 1 and 3.

The primary objection to alternative No. 1 is the amount of sky-wave interference which will result among FM stations if FM is placed in the 50-68 megacycle region. The nature and extent of this anticipated interference was set forth in great detail in Section 8 of the Commission's report of May 25, 1945 (pp. 49-72). The tables showing such interference are reproduced at the end of this report. For example, interference among 50 kilowatt FM stations at 58 megacycles from sporadic E transmissions alone, assuming a 10/1 ratio of desired to undesired signal and full occupancy of the channel, might be expected for 140 to 480 hours per year at the 50 microvolt contour from stations 900 and 1000 miles distant, respectively. At 84 megacycles, in contrast, interference under these conditions would be anticipated for only 6.5 to 25.5 hours per year. It should be noted that the 140-480 hours per year of anticipated interference would not be spread out evenly throughout the entire year but that the great bulk of it would be concentrated in two or three summer months.

The existence and extent of such sporadic E interference is not merely a matter of abstract calculation. In addition to the measurements of such interference made by the Commission, there is the experience of the amateurs, who have heretofore utilized both the 56-60 megacycles and the 112-116 megacycle bands. Mr. Grammer of the American Radio Relay League stated that there have been thousands of communications via sporadic E in the 56-60 megacycle amateur radio band but that there have been no recorded instances of such transmission in the 112-116 megacycle band (Cl. Tr. 144).

## Amount Will Vary

The amount of sporadic E interference will vary with the particular frequency involved, the power of the transmitters, the distance between transmitters, the number of transmitters on a channel, and other factors but regardless of these factors, the region of the spectrum above 84 megacycles is markedly superior to the region below 68 megacycles with respect to sporadic E.

In addition to this interference from sporadic E transmissions, interference from F2 transmission at 53 megacycles may be anticipated for as many as 47 hours per sunspot cycle—concentrated in a period of three years—in the case of a sunspot cycle the same as the last one; or interference may exist for as much as 2,650 hours per sunspot cycle if the next sunspot cycle is as severe as the highest on record. These figures for F2 transmission, it should be noted, assume only two stations on a channel; more than two stations on a channel would double or treble the number of hours during which F2 interference would be expected at 5 megacycles. In contrast, no F2 interference whatever is to be anticipated above 84 megacycles.

For listeners buying FM receivers in reliance on a belief that FM is an interference-free service, these figures are extremely serious. They mean, for example, that a listener tuned to a station which is carrying the program of his choice may suddenly find, either that the program to which he has been listening is being interfered with by a station hundreds or even thousands of miles away, or else that control of his receiver has been seized altogether by a distant station completely obliterating the desired program of the local station. These distant transmissions moreover, are sporadic in nature, with the result that his enjoyment may be further destroyed by an alternation of first one program and then another or transmission vagaries decree. The effect may well be to render FM receivers useless to many listeners for substantial periods of time.

## Interference Substantial

It has been argued that the bulk of the interference anticipated will be found in outlying rural areas which rely upon low-intensity signals for their radio reception and that if these areas be excluded, FM service will be more than 99 per cent perfect. The tables make it clear that urban as well as rural service will be subject to substantial interference on the lower frequencies. This Commission, moreover, is under a statutory duty to make available to all the people of the United States an efficient nationwide radio service. The Commission's duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service.

The tables and data upon which the Commission's interference predictions are based were set forth in full in the May 25 report and were the particular topic for the oral argument on June 22 and 23. Practically without exception all persons appearing at the hearing stated either that they agreed with the Commission's predictions or that in determining the best allocation for FM they were willing to assume that the predictions as to interference contained in the Commission's report were accurate. In those cases where exception was taken, no substantiating data were offered. Indeed, the testimony at the June 22-23 argument indicated that the Commission's predictions might understate in at least one respect the number of hours of interference to be anticipated at particular contours. The Commission's predictions were based upon the assumption that receivers will be generally available which are capable of rejecting an undesired signal one half as strong as the desired signal. Manufacturers generally appeared at the hearing were unwilling

(*Continued on page 68*)

# Radio Directors Guild Joins AFL

### Becomes Independent Union Under AFL International

RADIO DIRECTORS Guild—up to now an independent organization composed of radio directors and producers in networks and agencies—tonight (Monday) becomes affiliated with the AFL.

AFL officials in New York at week's end said that the Guild is to get a federal charter setting it up as an independent union within the overall federation but coming directly under AFL international.

It had been previously reported that the Directors Guild was considering both AFL and CIO, debating whether to line up with either one. AFL, however, already has a strong bargaining position in the radio industry through its numerous affiliates such as AFRA, AFM, IATSE and IBEW.

Guild-network contract negotiations, under way for some time, are currently at a standstill due to disagreements which have not been settled, according to reports. One possible reason for the Guild's choice of AFL affiliation might be Guild hopes of powerful AFL backing for its stand with network management.

## *IBEW ASKS EQUAL RATES IN CHICAGO*

TESTIMONY to determine whether equal pay should be given technicians in both major and secondary stations in the Chicago area was taken last week at a hearing before the wage rate committee of the Chicago regional War Labor Board. Hearing was an outgrowth of the efforts of the IBEW to establish the same base rates regardless of size of station.

Class "B" stations opposing the union's stand contend that engineering skills required for the secondary outlets are less than for the majors which demand men of considerable experience. The union argues that the basic salary of the engineer should not be governed by the size of the station.

William J. Friedman, counsel, is handling the case for the following stations: WAAF WAIT WCFL WSBC WJJD WIND.

## Pierce Campaign

PIERCE'S Proprietaries, Buffalo, from July 2 through the last week of September, will use an extensive radio campaign to promote use of Pierce's special vitamin formula to counteract hay fever, according to the Duane Jones Co., New York, agency. Campaign will include one-minute spots six times weekly on: WDAF WOW WJR WSYR WHAM WCAE WGAR. On WLW Cincinnati company will use a quarter-hour newscast six times weekly and on WGN Chicago, a quarter-hour musical program *Texas Rangers*, thrice-weekly.

TREASURY "T" award to WFAA Dallas on its 23rd birthday June 26 was marked by special broadcast. Taking part (l to r): Adams Colhoun, WFAA-KGKO office manager; G. B. Dealey, chairman of board, A. H. Belo Corp.; Martin B. Campbell, WFAA-KGKO general manager; E. M. (Ted) Dealey, Belo president; J. M. Moroney, Belo vice-pres., secretary.

# Plan Surplus Sale To School Group

FORMULA for sale of surplus electronic equipment to educational stations is being drafted by the Surplus Property Board, top surplus agency determining policy. From the potential war surplus educators hope to obtain equipment to set up as many as 800 FM educational stations after the war [BROADCASTING, June 25].

As tentatively drawn up, States and subdivisions would be able to get transmitters and other equipment for actual cost of modification (overhead, labor, material) plus freight. Since forseeable FM equipment likely to become surplus would need a lot of modification in most cases, a $20,000 transmitter might go for perhaps $5,000 or $6,000. This, of course, is purely a hypothetical figure.

The educational station issue will provide a test case on which SPB will transfer all war surplus to States and subdivisions, as well as charitable agencies.

## Station in Indiana, Pa., Is Granted Conditionally

NEW STANDARD station for Indiana, Pa., to operate unlimited time with 250 w on 1450 kc, was conditionally granted by the FCC last week to Indiana Broadcast Inc. Firm is owned 99% by Paul J. and Alice L. Short, undertakers. Samuel Collins, who does advertising and promotion work with WCED DuBois, Pa., and WMRF Lewistown, Pa., holds remaining minor interest and is also associated with the Shorts in Central Broadcasting Co., applicant for new station at Johnstown, Pa.

In its memorandum opinion and order the Commission found proposed operation would render primary nighttime service to 14,704 people in an area of 43 sq. mi. and daytime primary service within 0.5 mv/m contour of 37,865 people in an area of 326 sq. mi.

Indiana is county seat of Indiana County and location of State Teachers College. Applicant stated all necessary equipment was on hand or could be obtained without priorities.

Grant is subject to FCC and WPB construction restrictions and regulations.

## *NAVY-NBC SERIES STARTS JULY 10*

NEW NAVY-NBC series, *The Navy Hour* will originate from the Lisner Auditorium, George Washington U., Washington, starting July 10, 9-9:30 p.m. (EWT). Produced jointly by the Navy and NBC, the program is dedicated primarily to the enlisted men of the Navy, Marine Corps and Coast Guard [BROADCASTING, May 28].

Niles Trammell, NBC president and Secretary of the Navy James Forrestal will launch the series in the first broadcast, which features Lt. Robert Taylor as m.c. Supervising operations for the network are Clarence Menser, NBC vice-president in charge of programs, and Carleton Smith, WRC general manager. Rear Adm. H. B. Miller, director of public information for the Navy, and Lt. Comdr. Charles E. Dillon, officer in charge, radio program section, are Navy supervisors.

NBC's George Maynard is producer. From the Navy, Lt. Everard Meade is director, Lt. Philo Higley, writer, and Specialist 2/c Raymond Katz, assistant director. Robert McCormick of NBC and Lt. Comdr. Don Thompson will handle those portions of the program originating from Guam. Lt. James Shattuck is in charge of originations from Pearl Harbor.

## BMB Meetings

BMB EXECUTIVE Committee, comprising J. Harold Ryan, NAB president; Paul West, ANA president; Fred Gamble, AAAA president; Roger Clipp, WFIL, chairman, NAB research committee, and Hugh Feltis, BMB president, will meet today [July 2] in the BMB headquarters in New York. Session inaugurates a series of monthly committee meetings to be held the first Monday of each month.

## Drug Firm Spots

POPULAR Home Products Inc., New York, recently formed, which plans to acquire control of nationally-advertised drug products, will start an extensive spot radio campaign in September with the idea of getting a network program by January 1946, according to Raymond Spector Co., New York, agency. Capitalized at one million dollars firm has bought three well-known products.

# TV Transmitter Zoning Precedent

### Commission Will Report on Washington Proposal

PRECEDENT for zoning of television transmitters in cities will be set by the National Capital Park & Planning Commission, considering petition of Bamberger Broadcasting Service, New York (WOR) to operate from a residential area in Washington. Hearing was held Thursday.

An advisory body, the Commission will report back to the Board of Zoning Adjustment with recommendation. The Washington Zoning Commission recently amended its regulations to permit up to 300-foot TV antennas in residential areas [BROADCASTING, June 4]. The board will hold public hearing July 11.

Bamberger proposes to erect a transmitter at 39th & Fessenden Northwest, across from the Reno Park Reservoir. Highest location in Washington, the site is in a residential area. With elevation of 390 feet plus a 300-foot tower, Bamberger contended it could cover all of Washington and serve a rural area 50 miles distant by using 5 kw power.

Commission members were deeply interested in the presentation of Harry S. Wender, Bamberger counsel, and George C. Davis, consulting engineer. Land would be bought from the District of Columbia. Building would be of Georgian style, on a plot of more than 10,000 square feet. It is built for residential areas [BROADCASTING, May 21].

## Washingtonians Discuss Zoning With TBA in N.Y.

FOURTEEN Washingtonians were in New York last week as guests of the Television Broadcasters' Assn. which was out to convince them that television transmission towers will not detract from the northwest Washington residential district. Most of the visitors were presidents of citizens' associations. They saw television broadcasts at NBC's studios, and at WABD-DuMont, where they saw three video shows produced by WABD, American and WMAL Washington.

The group was led by Harry Wender, formerly president of the Washington Federation of Citizens' Associations and now attorney for the Bamberger Broadcasting Co.

Others in the party were: Gordon M. Atherholt, MacArthur Blvd. Citizens' Assn.; Guy H. Birdsall, Friendship Citizens' Assn.; Robert M. Buck, Washington Daily News; M. Douglas Clark, Northwest Council, Citizens' Assn. and chairman of Zoning Committee of Federation of Citizens' Assn.; Bainbridge Crist Jr., Washington Star; J. B. Dickman Jr., North Cleveland Park Citizens' Assn.; Mrs. Olive G. Faircloth, Cathedral Heights, Cleveland Park Citizens' Assn.; David Babp, Federation of Citizens' Assn. of D. C.; Henry M. Fowler, Chevy Chase Citizens' Assn.; Hiram W. Hummer, Friendship Citizens' Assn.; Joseph C. McGarraghy, Washington Board of Trade; Ruth Mulvey, Washington Times-Herald; F. S. Sanford, American University Park Citizens' Assn.; Mrs. Leslie B. Wright, Northwest Council of Citizens' Assn.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
*General Manager*

ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in the Kansas City Area

*Ask for Rate Card 3*

## Letter to the Editor

EDITOR BROADCASTING:

I noticed with pleasure your article on page 20 of the May 14 issue regarding WGL's new ad rate card. Your editor's note seems somewhat complimentary and I am enclosing a copy of our rate card No. 9 which went into effect Feb. 1, 1945, which I think you will find very similar in pretty nearly every instance to the rate card of WGL.

I have felt for some time that the majority of the rate cards published are pretty complicated, or else worked out with discounts so that it was necessary to use pennies and fractions, which I believe is unnecesssary. I also believe that the rates as we now have them are very simple to remember, and the discounts are easily figured.

I heartily endorse uniform rates, and at least uniform discounts, as it seems that the client who earns a 20% frequency discount on one station should be entitled to a similar discount on all others, even though the rate and value may differ.

KEITH FIELD,
Commercial Manager
WHEB Portsmouth, N. H.
June 20, 1945

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TRANSMITTERS and receivers built in Norway under the noses of the Germans were one of the most important weapons of the underground. Through information received and sent by them, it was possible to coordinate the Norwegian Home Front underground movement. Man who started making them, Jacob Somme, was executed by Nazis in 1944.

# PROGRAMS

LONG-HERALDED management program August 11 will start on American Network as a Saturday 7-7:15 p.m. feature following network's labor program. In like manner series is set for 52 weeks with time frozen from sale for period. Presented in cooperation with Committee on Economic Development, program will feature Neal H. Jacoby, secretary of the U. of Chicago, as moderator. Roughly 13 of the 52 programs will be discussions of taxation, marketing, foreign trade and similar overall economic problems. Another quarter will cover employment case histories of individual companies. Remaining broadcasts will deal with various other phases of CED and management.

### Radio Council Series

SERIES of public service programs to celebrate Iowa's 100 year-mark will be broadcast by WMT Cedar Rapids beginning Sept. 8, to be developed by the radio workshop of the Cedar Rapids Radio Council. Various organizations of the council will participate. Title is "Centennial Harvest."

### NBC Repeat

SAID to be first time in NBC history, a complete program series will be repeated by popular request. Starting July 6, 11:30 p.m., the network will rebroadcast "The American Story", 10-week series heard originally on the NBC "University of the Air" in early 1944.

### Stories of the Sea

DRAMATIC fact and fiction tales of the sea, "The Sea Has a Story", starring Pat O'Brien, starts as a weekly series July 2 on CBS, 9:30-10 p.m.

### Music Camp on WWNC

WWNC Asheville, N. C., is presenting a series of six weekly-half-hour programs from the Transylvania Music School Camp at Brevard, N. C. Programs will feature student music groups and soloists.

### Hypnotist on MBS

MUTUAL, hoping to surpass radio successes of ventriloquist Edgar Bergen and mind-reader Duninger, is to start series of weekly broadcasts featuring Ralph Slater, hypnotist.

### WLIB Vet Program

WLIB New York started a new weekly quarter-hour veterans aid program titled, "The Veterans' Report", conducted by a discharged soldier, Troup Matthews.

### Safety Series

CITY PARKS and playgrounds will be featured in a new series of safety broadcasts to be presented by WGL Fort Wayne, Ind. Each weekly show will originate from a different park.

### WBAP Hospital Program

SUNDAY afternoon forum of servicemen at McCloskey General Hospital, Temple, Tex., is presented by WBAP Fort Worth. Patients answer questions on rehabilitation and assistance civilians can offer.

---

ALAN YOUNG, star of "The Alan Young Show" on American, Tuesday 8:30-9 p.m., has signed a 52-week renewal contract effective next October with the sponsors, Bristol-Myers Co., New York. Agency is Doherty Clifford & Shenfield, New York.

IT'LL BE OK WITH ROANOKE!

When whistles blow and bells ring on V-J Day many a war-boom town will face the problems of total reconversion and mass job-changing.

Those won't be our worries! Roanoke is fortunate in being able to do war-work—terrific loads of it—without having had to re-tool. The three big industries here are railroading, rayon milling and steel production. Each can swing immediately into normal activity with hardly the loss of a day.

When peace comes—and it still may be soon!—you'll want to be known by these people of Southwest Virginia whose present prosperity will *continue*. Why not meet them now? Only one station—WDBJ—satisfactorily covers *all* their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. For further information ask us or Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

# AN OLD AND RESPECTED NAME *Returns*

From 1915 to 1929 the name Honig-Cooper stood for an organization that set a new pace in sales thinking and advertising showmanship. It became, in time, the largest independent advertising agency in the West.

Since 1929 this same organization has functioned as Erwin, Wasey & Company of the Pacific Coast—following an alliance with the Eastern company of the same name.

On July 1st the old and respected name of Honig-Cooper returns to advertising. *It is a change in name only.* There is no change in ownership; no change in policy or personnel, no change in service—here in the West or in the East.

For three decades it has been our privilege to help many advertisers on the Pacific Coast to achieve regional and national leadership in their field. Our success reflects their success. Our growth far exceeds the expansion of total advertising volume as measured by Printers' Ink records. Today, in volume of business, in number of accounts and personnel, we stand at the highest point in our company's history.

Honig-Cooper Company thus offers Pacific Coast advertisers a Western-National agency with facilities comparable to that of any national advertising agency, *plus* on-the-ground counsel of able, seasoned principals. These include: In San Francisco—S. R. Hutton, president; H. E. Krieger, secretary-treasurer; Louis Honig and Heber Smith, vice presidents; Fred Glauser, art director. In Los Angeles—H. A. Stebbins, vice president. In Seattle—Warren E. Kraft, vice president.

## HONIG·COOPER COMPANY. *Advertising*

*Formerly ERWIN, WASEY & COMPANY OF THE PACIFIC COAST*

**SAN FRANCISCO · LOS ANGELES · SEATTLE · NEW YORK · CHICAGO**

*Honig-Cooper Clients*

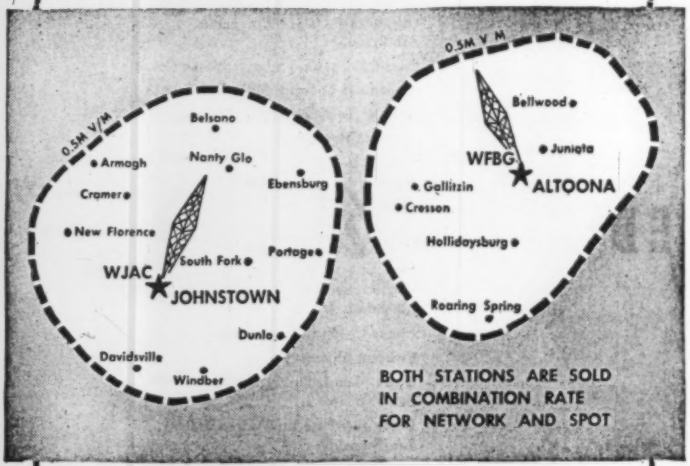
Adrian, Inc., Beverly Hills
Aireon Manufacturing Corp. (Burbank Division), Burbank
Altec Lansing Corp., Hollywood
American Metal Bearing Co., Los Angeles
Baco Products Company, Los Angeles
Barr Lumber Company, Santa Ana
Bimini Income Properties, Los Angeles
Black Manufacturing Co., Seattle
Bobrick Manufacturing Corp., Los Angeles
Brown & Haley, Tacoma
California Redwood Association, San Francisco
Canadian Pacific Railway, Pacific Coast
Centennial Flouring Mills Co., Seattle
Chiksan Tool Company, Brea
Church Grape Juice Company, Kennewick
Clayton Manufacturing Co. (Valve Div.), Alhambra
Clorox Chemical Co., Oakland
Crescent Manufacturing Company, Seattle
Duart Manufacturing Co., Ltd., San Francisco
Dutch Boy Paints (Western States), San Francisco
The Fluor Corporation, Ltd., Los Angeles
D. Ghirardelli Company, San Francisco
Hemphill & McKillop, Seattle
Dr. Hiss Shoes, Los Angeles
Holsum Bread, San Francisco
Interstate Aircraft and Engineering Corp., El Segundo
Lawyers & Realtors Title Ins. Co., Seattle
Lennan Lights, Inc., Los Angeles
Leslie Salt Co., San Francisco
Lubricating Gasoline Corp., Ltd., Los Angeles
Hotel Mark Hopkins, San Francisco
Pacific American Fisheries, Bellingham
Pioneer Sand & Gravel Co., Seattle
Planters Peanuts and Peanut Oil (Western States), San Francisco
Polar Frosted Foods, Seattle
Refrigeration Engineering, Inc., Los Angeles
San Francisco Milk Industry, San Francisco
Santa Fe Cigars, Los Angeles
Schalk Chemical Company, Los Angeles
Seattle Gas Company, Seattle
Shipman Surgical Company, Seattle
Strykers Soap, San Francisco
Summerbell Roof Structures, Los Angeles
Treesweet Products Co., Santa Ana
Tea Garden Products Co., San Francisco
United Motor Courts, Inc., Houston
Warman Steel Casting Co., Vernon
Washington Mutual Savings Bank, Seattle
Wine Growers Guild, Lodi
Yami Yogurt Products, Inc., Beverly Hills

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area




BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco



1st CHOICE IN CHATTANOOGA IS

WDOD

CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS


## OWI PACKET, WEEK JULY 25

Check the list below to find the war message announcements you will broadcast during the week beginning July 25. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

| WAR MESSAGE | NETWORK PLAN | STATION ANNOUNCEMENTS Group KW Aff. | Group KW Ind. | Group OI Aff. | Group OI Ind. | NAT. SPOT PLAN Live | NAT. SPOT PLAN Trans |
|---|---|---|---|---|---|---|---|
| Home Canning | -- | -- | X | -- | X | -- | -- |
| Hold Prices Down | X | -- | -- | -- | -- | -- | -- |
| Wave Recruiting | X | -- | -- | -- | -- | -- | -- |
| Veterans' Readjustment | X | -- | -- | -- | -- | -- | -- |
| Merchant Marine | -- | X | X | X | X | -- | -- |
| Prepare for Winter | -- | -- | -- | -- | -- | -- | X |
| Car Conservation | -- | -- | -- | -- | -- | X | -- |
| Stop Accidents | -- | X | X | X | X | -- | -- |

See OWI Schedule of War Message 170 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

## Allocations

*(Continued from page 64)*

state that their postwar receivers would meet this standard. With inferior receivers, an even greater number of hours of interference can be anticipated. The issue, accordingly, is whether the freedom from long-range interference which FM will enjoy at the higher frequencies is to be sacrificed by reason of other considerations.

### Objections Raised

Various objections to assigning the higher frequencies to FM have been raised in this record. For example, it has been alleged that tropospheric interference may be worse in the vicinity of 100 megacycles than in the 50 megacycle region. The Commission in its report of May 25, 1945, specifically pointed out that there would be some difference in tropospheric propagation; but this difference would be only slight and that tropospheric interference at the higher frequencies could be eliminated by slightly increasing the geographical separation between stations. This evidence was not controverted at the oral argument on June 22 and 23, 1945, and Dr. Beverage, one of the propagation experts chiefly relied upon by persons favoring alternative No. 1, testified that tropospheric effects change slowly and that they would not be greatly different throughout the range of frequencies under consideration (Tr. 5583).

The point has also been made that equipment for use in the vicinity of 100 megacycles will cost more than equipment for use in the vicinity of 50 megacycles. This will no doubt be true at least temporarily, but it seems equally clear that competition will reduce the differential substantially, and that the benefit to the public resulting from an interference-free service will more than outweigh the slight increase in initial cost for service in the 100 megacycle region.

### Might Be Delayed

At the earlier hearings, some contended that FM might be delayed for two years or even longer if FM were assigned to the higher frequencies. At the time of the oral argument, June 22-23, 1945, the estimates of delay were reduced to four months. It may well be that competition will markedly reduce even this four-month estimate. Moreover, this report makes it possible for manufacturers to begin at once their planning and design for the higher frequencies. The War Production Board has not yet authorized construction of AM, FM, or television equipment for civilian use; and some months may still elapse before manpower or materials become available in sufficient quantities for such production to begin. If so, the planning and design of equipment for the higher frequencies can be completed before civilian production of any AM, FM, and television equipment is authorized.

Manufacturers, of course, are desirous of marketing FM receivers at the earliest possible moment; and the Commission, too, is concerned that FM receivers shall be freely available to the public early enough to supply the immediate postwar demand. However, the Commission has a duty to consider the long range effects of its action as well as the effects during the months immediately ahead, and it does not propose to provide an inferior FM service during the decades to come merely because of the transitory advantages which may be urged for an inferior type of service.

Earlier in these proceedings, much emphasis was placed on the presumed hardship which would result to the approximately 400,000 persons who have purchased FM receivers before the war. Most of these receivers are combination AM-FM and the AM part of the receiver will continue to be used. There is no substantial agreement that the band (42-50 mc.) for which these receivers were made is wholly inadequate and unsuited to FM reception. According no one today argues that postwar FM should be degraded to the point necessary to accommodate these receivers. However, interim operation in the present band from 42 to 44 megacycles being provided until such time as equipment for the higher frequencies is freely available to the public and until owners of existing receivers have had equal opportunity to adapt or convert them to the new band. In this connection, a converter was demonstrated to the Commission which would make existing FM receivers capable of tuning to the higher frequencies and which should retail for approximately $10.00.

### Alternative Three

For the foregoing reasons and upon the basis of data set forth in Section of the report of May 25, 1945, the Commission is adopting alternative No. with certain modifications. The allocation between 42 and 108 megacycles as follows:

| Freq. Band (Mc.) | Proposed Allocation |
|---|---|
| 42- 44 | Non-Government Fixed and Mobile |
| 44- 50 | Television—Channel No. 1 |
| 50- 54 | Amateur |
| 54- 60 | Television—Channel No. 2 |
| 60- 66 | Television—Channel No. 3 |
| 66- 72 | Television—Channel No. 4 |
| 72- 76 | Non-Government Fixed and Mobile |
| 76- 82 | Television—Channel No. 5 |
| 82- 88 | Television—Channel No. 6 |
| 88- 92 | Non-commercial educational |
| 92-106 | FM |
| 106-108 | Facsimile |

This allocation is essentially the allocation proposed as alternative No. 3 the earlier report, except that the non-government fixed and mobile services have been moved from 104-108 megacycles to 72-76 megacycles, and FM and television have been adjusted accordingly. The advantage of this change that it makes possible immediately use of all 13 television channels between 300 megacycles. Under alternative No. 3, as originally proposed, the entire megacycle television channel between and 78 megacycles could not be used until the aviation markers centering 75 megacycles were moved. The non-government fixed and mobile services are not under the same disability. They can use the entire band between 72 and 76 megacycles at once, with the exception of approximately one-half megacycle in the vicinity of 75 megacycles to protect the aviation markers. The shift of the non-government fixed and mobile services from 104-108 megacycles to 72-76 megacycles also results in possible increase in the number of channels available to the non-government fixed and mobile services, since 40 kilocycle channel is adequate in the 72-76 mc portion of the spectrum whereas a 50 kilocycle channel was proposed in the 104-108 megacycle region.

# "Hearing Myself As Others Hear Me Is Mighty Important"

Jerry Lawrence

# "...and a PRESTO Recorder Helps Me Do It!"

"Yes, Sir, I frequently run off a recording of my voice on a PRESTO recorder," says Jerry Lawrence, popular announcer and director of the AIR THEATRE program at WMCA. "Then, by playing it back, I am able to keep tab on my technique—to find out if any change in delivery might improve it. Accurate reproduction is of course essential, and that's why I prefer a PRESTO recorder . . . it always produces cuts of good fidelity and clarity."

Many of America's major broadcasting companies rely on PRESTO sound recording and transcription equipment to keep their stations operating at peak efficiency. In schools and colleges, and in the training of sales, industrial and military personnel, you'll find PRESTO equipment widely used to give dramatic significance to sound, and increase the effectiveness of the spoken word. PRESTO equipment is rugged, dependable and easily operated, because every unit is made in strict accordance with PRESTO'S high standards. Write for complete information.

**WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS**

# PRESTO

**RECORDING CORPORATION**

**242 West 55th Street, New York 19, N. Y.**

*Walter P. Downs Ltd., in Canada*

IN PITTSBURGH—
considering cost—then coverage—
YOU'LL BUY KQV

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

IN BOSTON IT'S

WHDH
850 on Your Radio Dial
5000 WATTS
DAY AND NIGHT
NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

## Statements

(*Continued from page 13*)

among stations operating on the same channel; (4) shadows, while slightly worse at the higher frequencies, can be eliminated or minimized by utilizing sufficient power and antenna gain; (5) no diathermy harmonics fall within the 88-108 band; (6) less atmospheric, industrial, and automobile ignition noise, and (7) greater protection against interference, particularly in rural areas, to receivers which may not meet the expected rejection ratio of two to one between desired and undesired signals.

### Long Range Aspects

Obviously, were it not for the long range permanent aspects of FM broadcasting the lower band would have been the best choice at this time. It is believed, however, that FM will develop rapidly and may, in time, replace local and regional standard band stations. It was, therefore, of the utmost importance that the allocation be based primarily on engineering considerations. While I agree with Dr. Dellinger's statement that no radio frequencies are free from transmission vagaries, it is, nevertheless, my firm conviction that the record upon which the decision was made favors the higher frequencies in the range between 42 and 108 mc. Now that the ruling has been made by unanimous decision of the Commission, I sincerely hope that industry will get down to the task of designing and producing equipment as soon as war conditions permit.

In this connection it should be borne in mind that the freeze on materials and manpower which was adopted by the Commission on Jan. 16, 1945, is still in effect.

* * *

### MAJ. E. H. ARMSTRONG

*Inventor of FM*

I HAVE two statements to make regarding the decision of the FCC to move FM to the 100 mc band. One of these statements deals with the immediate practical situation facing the broadcaster and the prospective broadcaster. I will make that one now. The other statement will deal with matters of a more fundamental and non-technical nature and will be made in due course when facts can be assembled and presented in an orderly fashion.

The case of immediate importance to the broadcaster is whether FM can go ahead on the new band and provide a better service than AM. The answer is, of course, that it can. The original FM work was on 110 and 117 mc and it was on this band that the superiority of FM over AM was demonstrated to the men who became FM's pioneer broadcasters.

FM will start going forward immediately that licenses are issued for the 400 or more applications on file. The Commission can now show its faith in its statement that the same or greater coverage will be obtained in the new band by processing the applications as filed immediately. There is no necessity for further burdening the applicants with useless red tape and recalculations of meaningless service range figures. If action is taken promptly, then in spite of the handicap imposed by the shift in the band, FM will be the major factor in postwar employment.

Anticipating the possibility of this decision by the FCC, there has been designed a device which will enable the stations now on the air to emit simultaneously the old and the new frequency during the period of interim operation. Details of this will be made available shortly by one of the pioneer FM transmitter manufacturers.

Alpine will start dual operation as soon as materials, manpower and a license are available. Application has been made today to the Commission for the frequency in the new band corresponding to Alpine's position in the old one.

The second statement above referred to will be made in due course.

* * *

### NILES TRAMMELL

*President,*
*National Broadcasting Co.*

It was the opinion of NBC that the interests of all concerned would be served best by having the Commission adopt its allocation plan No. 1. We so recommended. The Commission has adopted alternative plan number three with modifications which make immediately available for television 13 channels below 300 mc. We commend the Commission for coming to an early and speedy determination of such an intricate problem and for the opportunity it gives for the establishment of a competitive television service below 300 mc.

With the allocations so promptly settled by the Commission, it gives all branches of the industry, including broadcasting and manufacturers, ample opportunity to establish new services in the immediate postwar period and thereby do its share in creating employment for returning veterans.

Every resource of NBC will be utilized to give the public, at the earliest possible period, all the enjoyment and benefits which science offers in the field of television as well as frequency modulation.

* * *

### ARTHUR FREED

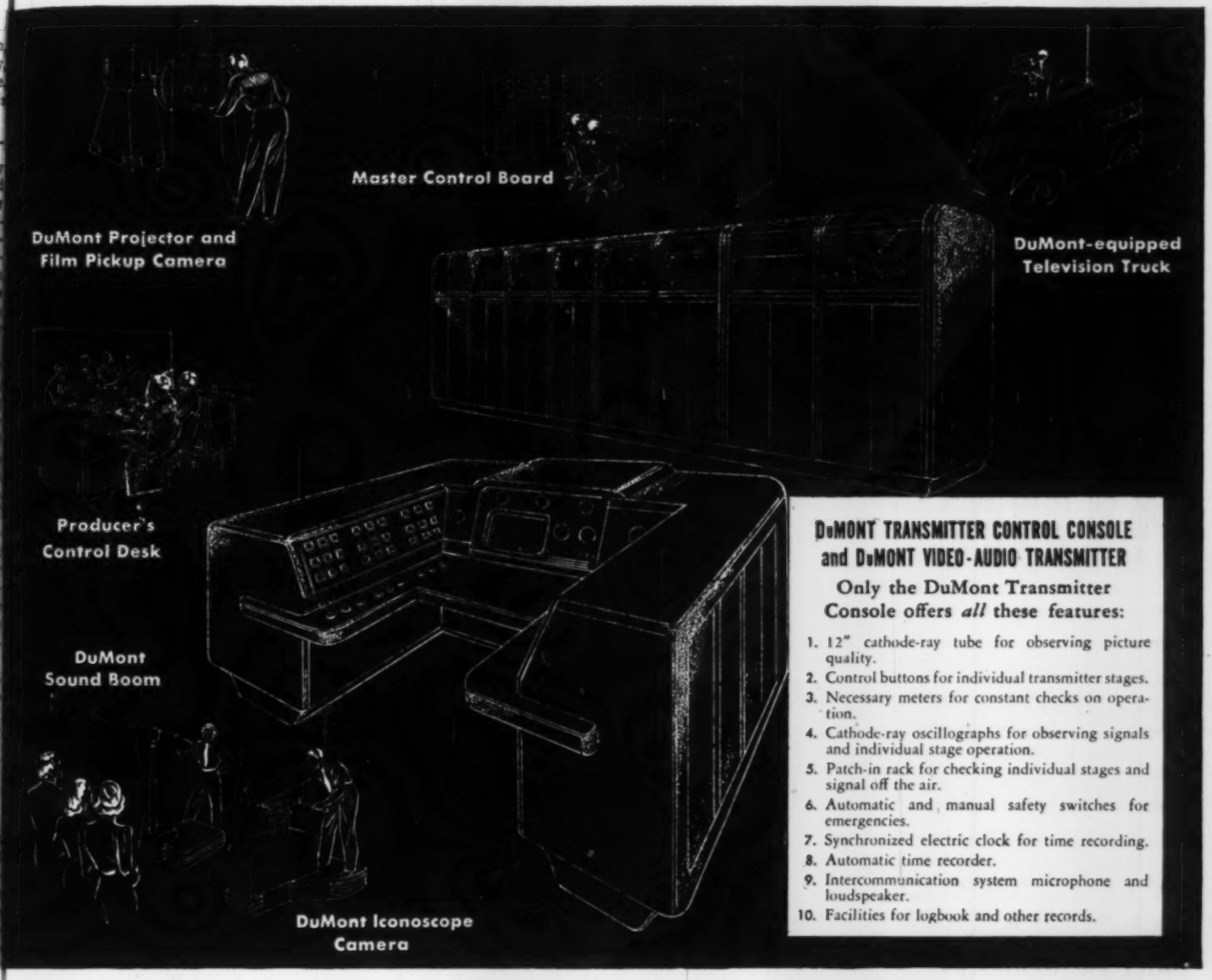
*Vice-President, General Manager, Freed Radio Corp.*

AS CONFERENCE chairman of the pioneer FM radio manufactur-

(*Continued on page 74*)

## Name Change

EFFECTIVE July 1, Erwin Wasey & Co., Pacific Coast agency, resumes use of former name Honig-Cooper Co. Adv. Change is in name only.




**DuMONT TRANSMITTER CONTROL CONSOLE and DuMONT VIDEO-AUDIO TRANSMITTER**

**Only the DuMont Transmitter Console offers *all* these features:**

1. 12" cathode-ray tube for observing picture quality.
2. Control buttons for individual transmitter stages.
3. Necessary meters for constant checks on operation.
4. Cathode-ray oscillographs for observing signals and individual stage operation.
5. Patch-in rack for checking individual stages and signal off the air.
6. Automatic and manual safety switches for emergencies.
7. Synchronized electric clock for time recording.
8. Automatic time recorder.
9. Intercommunication system microphone and loudspeaker.
10. Facilities for logbook and other records.

# DuMONT—FOR THE TOOLS OF TELEVISION

Simplified precision control is the design keynote of all DuMont Television Broadcasting Equipment. Typical of this bull's-eye concentration on basic essentials is the DuMont Transmitter Control Console. All meters and controls of the Video-Audio Transmitter are combined with the station monitor (formerly a separate unit) to achieve a new standard in safety, easy visibility and centralized operation. Operators can be quickly trained to attend it.

DuMont has equipped *more* television stations than any other company. Week-in, week-out, these stations are demonstrating the high pickup and transmitting quality and efficiency, the extreme flexibility, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont has pioneered the profit pattern for peacetime commercial television... is setting the pace in television broadcasting equipment design. Climb aboard the television bandwagon today by using the DuMont Equipment Reservation Plan to insure early peacetime delivery of your broadcasting equipment and training of your station personnel. *Ride with the leader!*

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DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N.J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

WJHP
Jacksonville, Fla.
BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by JOHN H. PERRY ASSOCIATES

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

# PROMOTION

KEYNOTE of meeting called last month by Gov. Earl Snell in Portland, Ore., to emphasize importance of the postwar tourist and recreation industry in Oregon, was address by Arthru R. Kirkham, vice-president of KOIN Portland. Station for many years as a public service responsibility has been working with other interests to promote expansion of the tourist trade, National promotion, with radio as a prime medium, was assured at meeting attended by Oregon radio men and representatives from chambers of commerce, railroads and airlines, the press, tourist hosts and others.

### KDKA Letter

SATEVEPOST cartoon from June 16 issue is topic of promotion letter by KDKA Pittsburgh. Cartoon shows announcer saying "This is station PQST broadcasting at ten-twenty on your dial. No other station can make that statement." Beneath fold of cartoon tear copy pasted on letter KDKA tells what station six million Pittsburgh folk identify by that dial number, stating magazine policy only prevented use of correct call.

# TECHNICAL

EDGAR W. ADAMS, former general patent attorney of Bell Telephone Labs, has been named general patent attorney of Western Electric Co., suceeding F. T. WOODWARD who becomes consulting patent attorney for W-E Co. M. R. McKENNEY, patent attorney for Bell Labs in charge of telephone exchange systems and equipment, succeeds Mr. Adams as general attorney.

STROMBERG-CARLSON Co. plans to begin limited production of home radio when WPB removes present restrictions and when materials and labor are available, expected in the fourth quarter of this year.

MARION BROWN, new to radio, has been named control operator of CKGB Timmins, Ont.

CHARLES FRITZ, transmitter engineer of WPEN Philadelphia, is the father of a boy.

RCA TUBE DIVISION, to include all electronic tube activities of the company, has been organized with L. W. TEAGARDEN, former manager of commercial activities of the RCA tube and equipment department, as general manager. To coordinate manufacturing and sales phases of RCA's tube and tube equipment production, division will soon move headquarters from Camden to Harrison, N. J.

FOREST L. BISHOP, formerly with WFEA Manchester, N. H., and MARION J. STONER are now on the control room staff of WEEI Boston.

ED CLINKENBEARD, KLZ Denver engineer, is new Colorado State roller skating champion. He has been skating for only 3½ years.

LEWIS S. SMITH, released from the Navy, has joined KTMS Santa Barbara, Cal., engineering staff.

MAX J. SCHINKE, formerly of Stewart-Warner Corp., has joined Admiral Corp., Chicago, as service manager for all products. He is chairman of the service committee of Radio Mfrs. Assn.

LT. COMDR. THOMAS E. HALE, former transmitter engineer with WFBL Syracuse, is now with the Registered Publication Issuing Office, Philadelphia Navy Yard.

WESTERN ELECTRIC Corp., Sunbury, Pa., will begin production of home radio receivers 60 to 90 days after ease of manpower and materials restrictions. Reconversion to cost about a million dollars.

## Personnel

RITA HENNESSY, assistant radio director of Anfenger Adv., St. Louis, has been named sales promotion director of WQXR New York.

VIRGINIA WADE, with WCED DuBois, Pa., for four years, heads new public relations department, assisted by CONNIE STATES.

JUDITH WALLER, public service director of NBC central division, will be a speaker at the U. of Denver Summer Radio Institute, July 2-3, and also at Western State Teachers College, Gunnison, Colo., July 5-6.

JAMES L. McDOWELL, for 10 years with the FCC law department, Washington, has been appointed public relations director of KPRO Riverside, Cal.

LOLA WOURSELL has resigned as publicity director of WOV New York because of poor health.

### CJOR Recorded Promotion

STATION personnel tell the story of the production and program versatility of CJOR Vancouver in a full hour recorded promotion presentation. Station owner George Chandler is now playing the disc for advertising and agency executives in eastern Canada and eastern U. S. Presentation tells background of producers and artists and features commercial, musical and dramatic offerings of CJOR and the large Vancouver freelance talent pool.

### Safety Contest

CONTEST to find the "true farm accident story", sponsored by National Safety Council in interests of preventing farm mishaps, was launched by CBS Farm Editor Chuck Worcester on June 30 "Country Journal" program. Prizes totaling $500, including $400 in war bonds, will be awarded on July 28 broadcast to 13 winners in connection with National Safety Week, July 22-28.

### CBS Book

CBS through affiliated and operated stations is distributing copies of pocket book "From D-Day Through Victory in Europe", eye-witness story as told on the air by war correspondents. Broadcasts by the late President Roosevelt, President Truman, Churchill, De Gaulle and others are included plus Norman Corwin's "On a Note of Triumph".

### NBC Report

NBC has issued its 1944-45 annual report, with emphasis on "doings rather than dollars". The 49-page booklet briefly discusses various programs broadcast by NBC during the year; lists achievements of the network's newsmen and commentators at home and abroad, and presents various other activities.

### WELI File Folder

FILE FOLDER of information on "New Haven's Voice From the Blue" is being distributed by WELI New Haven. All former station material is declared suspended in a forward note by the Harry C. Wilder station. New data to be issued will fit folder which contains notes on management policy, market data, coverage, etc.

### WOL Reprint

REPRINT of article in June issue of Magazine Digest titled "Worcester, Mass., Has Previewed Tomorrow's 'One World' ", concerning Dave Harris and his WTAG "Worcester and the World" project, has been issued by WOL Washington as promotion letter for Mr. Harris, new program director for WOL.

### Coverage Data

WLAW Lawrence, Mass., is distributing coverage map promotion folder entitled "WLAW . . . Geared to deliver industrial New England to advertisers". Market data is included.

## KXOK Card

KXOK, American outlet in St. Louis, has issued rate card No. 4, effective June 15, as two color promotion piece. Initial copy reads "Alert Advertisers Use KXOK".

### KSD Broadside

BROADSIDE suitable for window or wall display and promoting the Phillips Petroleum Co. news programs on KSD St. Louis, has been distributed by the station to Phillips dealers along with letter from George M. Burbach, KSD general manager, announcing another Phillips newscast.

### WOR Sign

WOR New York expects approximately 675,000 people daily to see its new outdoor advertising sign which goes on display July 4 on the side of the Mayfair Theater in New York. One of the city's largest signs, it is to be 4,000 feet square with letters 40 feet high, saying: "Listen to WOR-Mutual—Tune to 710".

### WEEI Chain Breaks

SINCE February WEEI Boston has aired four daily chain breaks—"WEEI—International Airport of the Future"—as part of station's forward-looking policy in the development of Boston. Folder also has been issued describing Boston postwar aviation and other plans.

### WSSV Contest

WSSV Petersburg, Va., has completed a contest in which a seeing-eye dog was awarded the writer of a letter showing the greatest need for such a dog. Special program was arranged for presentation.

### Reprint of Cartoon

REPRINT of Sid Hix cartoon in May 21 issue of BROADCASTING is used by WIBW Topeka, Kan., as promotion card for station. Cartoon was take-off on WIBW promotion enterprise.

### Bracelet Charms

RAYTHEON Mfg. Co. has converted some of its hearing aid tube "rejecta", glass tubes about an inch long, into novel charms for a watch chain or charm bracelet.

### KBON Magazine

MONTHLY news photo magazine is now being published by KBON Omaha for listeners as well as representatives of the trade. Current availabilities are included.

24 years of profitable peach fuzz
Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

# THE DAILY PAPER *by Radio...*

To the homes of America, Finch Facsimile will mean printed and illustrated news, and other published matter, received by radio . . .

News articles as well as bulletins, news photos, cartoons, comics, feature stories, editorials, crossword puzzles, box scores, stock market reports, women's pages . . .

And attractive, detailed, pictured department store and other local advertising, as well as illustrated national ads, with all information set down in writing for study, reference and action!

The speed of transmission will exceed average reading speed—and the potential life of these broadcasts on paper will equal that of newspapers, magazines or books.

Here is a broad, fertile new field, rich in promise for broadcasters. Watch the developments of the Finch laboratories—*first in facsimile*. Finch Telecommunications, Inc., Passaic, N. J. New York Office, 10 East 40th Street.

**SELF SYNCHRONIZING** **finch facsimile**

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

NOTICE!

*

Advertising deadlines for BROADCASTING are two weeks in advance except for "time element copy."

## Statements

(*Continued from page 70*)

ers group, I speak for them when I say that we are keenly disappointed at the decision of the Commission and greatly disturbed that the FCC would wholly disregard alternative plan No. 1 as supported by the wealth of technical and economic evidence submitted by an overwhelming majority of the leading radio manufacturers, as well as by the major engineering authorities of the industry.

A serious threat to the future of the entire radio industry, we believe that this decision—completely disregarding as it does the sound reasons advanced by industry spokesmen for adopting alternative No. 1—will result in widespread unemployment at a time when the industry is mobilizing its plans and resources for reconversion from war production to civilian radio production. This decision, moreover, represents a great injury to the future progress of FM as an accepted public service and convenience.

It definitely favors the manufacturers of standard broadcast receivers and discriminates at this time against the FM manufacturers. Finally, the decision must deprive the public, for some time, of the recognized advantages of FM as an information and entertainment medium.

* * *

### FMBI BOARD

NOW THAT the FCC has announced final FM allocations we feel confident that the Commission will immediately process the more than 400 applications now before it in order that applicants may be able to proceed with their postwar FM plans.

As applicants must know under what rules and regulations FM will operate before they can complete their plans we hope the Commission will announce such rules and regulations at the earliest possible date, thus taking the final step in making it possible for FM to take up a large part of the postwar employment problems.

* * *

### COMDR. E. F. McDONALD Jr.

*President, Zenith Radio Corp.*

THE FCC's decision to move FM upstairs to the unproven and undesirable 100-mc area was made against the recommendation of the entire radio manufacturing industry, against a 24 to 1 vote by the Radio Technical Planning Board [EDITORS NOTE—Dr. C. B. Jolliffe, RTPB Panel 2 chairman, testified at oral argument the vote was 19-4]; and against the overwhelming preponderance of technical testimony gathered by FCC at the hearings it held on the subject.

This decision will delay FM and thereby contribute to unemployment in the reconversion period. It will obsolete FM receivers now owned by the public, and because of more complicated construction and higher manufacturing costs will cost the public millions of unnecessary dollars for new receivers.

I do not know the Commission's reasons for this decision because in my opinion nobody should be happy about it except possibly the radio chains who, by the delays in FM, will for a larger period retain their owner monopoly of broadcasting.

* * *

### WILLIAM J. HALLIGAN

*President, The Hallicrafters*

FROM THE standpoint of public interest the new allocations offer a promise of the finest radio service ever known. The danger of long distance interference, which would have been a major source of annoyance to postwar FM listeners had the old band been retained, has been eliminated by this far-sighted move. By taking this action the Commission has paved the way for a tremendous increase in the number of FM stations, now that FM broadcasting is established on frequencies where it will have room to expand.

Since 1940 Hallicrafters has manufactured AM-FM receivers capable of covering both the new and old frequencies. However, in view of the great advantage of the higher frequencies to the public, the company has consistently supported the FCC's proposed action. At public hearings held by the FCC in March, Cyrus T. Read, director of sales engineering for Hallicrafters, pointed out that this would probably be the last opportunity to establish such an interference-free service.

The company further assisted in overcoming objections to the change of frequencies by developing simple, inexpensive converters which will enable prewar FM sets to receive stations in the new FM band.

* * *

### TELEVISION BROADCASTERS ASSN.

*Board of Directors*

THE BOARD believes that the Commission's decision will permit the television industry to provide expeditiously a national television broadcast service for the public as rapidly as War Production Board restrictions can be released.

* * *

### O. B. HANSON

*NBC Vice-President, Chief Engineer*

WE ARE delighted that the Commission has made its decision which gives both television and FM a green light to proceed as soon as war conditions permit.

* * *

### FRANK MARX

*American Director of General Engineering*

WE FEEL the Commission has made a very wise decision. It has taken the long term view in allocating these frequencies to FM. Just as FM provides the public with better service, so will television when it comes into its full development. As soon as each such improvement in broadcasting is realized, the public will desire it. That, we believe, will be the motivating factor in moving television to the higher frequencies.

## Correction

IN a group picture published in the June 4 BROADCASTING in connection with the first of a series on the radio success of Procter & Gamble Co., Sandra Michael was identified as author of *Woman in White*. Miss Michael authored *Lone Journey* for P&G in collaboration with her brother, Peter. Her other shows included *Against the Storm*, written in collaboration with her sister, Gerda, and *The Open Door*, which the three Michael family members alternated in writing. Irna Phillips wrote *Woman in White*.

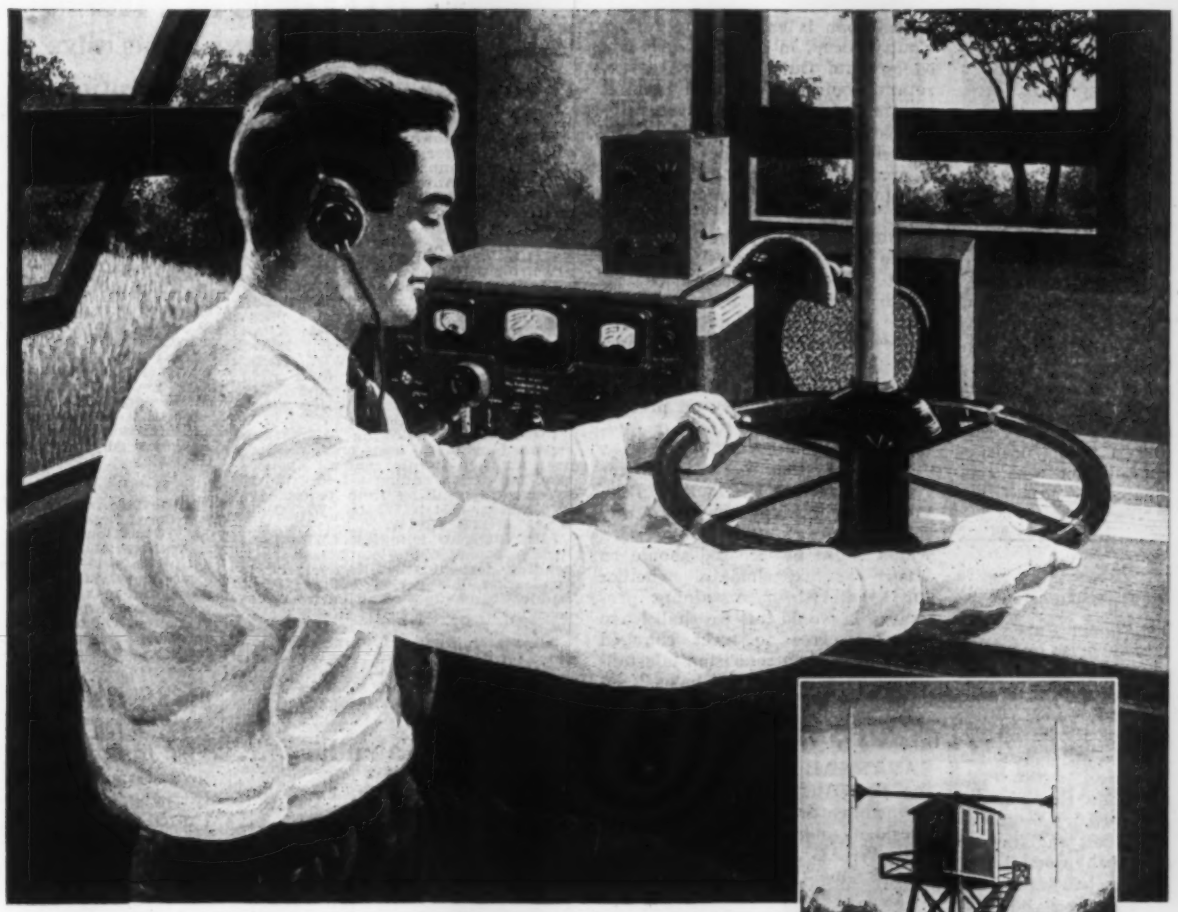
## *RADIO NEWS HIGH IN READING STUDY*

RADIO program listings and news are the second best read general newspaper feature by men and the third best read by women, according to a report on the Continuing Study of Newspaper Reading released last week by the Advertising Research Foundation.

Report, covering analyses of 72 studies of daily newspaper reading showed a median figure of 40% of the men read the radio columns second only to weather news among general features. For women the median figure was 51% for radio news, topped by weather and deaths. Outside of general features a higher percentage of both men and women looked at the cartoons and pictures and read at least one news story than read the radio section. The best read sports story topped the radio section with masculine readers by 1%. All other parts of the newspaper fell behind the radio news rating, however.

In the UTAH market

KDYL
SALT LAKE CITY
JOHN BLAIR & CO.
UTAH'S NBC STATION



# NEW DIRECTIONS...

## New directions in radio will be charted by Hallicrafters

The radio amateur has distinguished himself outstandingly in the service of his country in time of war. One of the most interesting and valuable contributions the ham has been able to make is in the ranks of the RID—Radio Intelligence Division of the Federal Communications Commission. RID polices the airways, tracks down illegal radio stations, traps enemy spies. About 70% of the big RID staff are licensed amateur radio operators. Above you see a sketch of a typical ham in employment of RID taking bearings on a radio signal.

For dependable continuous reception, selectivity and stability on a great range of frequencies, the amateur who must be sure of results, picks Hallicrafters equipment. Hallicrafters sets have been developed in the great testing grounds of amateur radio. When the time comes Hallicrafters will be ready with a full line of HF, VHF, and UHF communications equipment, designed specifically for the exacting amateur—and for all others who need the best and the latest combined in the "radio man's radio."

This is the famous Model SX-28A communications receiver. 15 tubes including rectifier. Covers all frequencies from 550 kc to 42 Mc continuous in six bands including standard broadcast band.

BUY A WAR BOND TODAY!

COPYRIGHT 1945 THE HALLICRAFTERS CO.

**hallicrafters RADIO**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

**AWARDED** the Exceptional Civilian Service Award for her "expert handling of the . . . *Army Hour* as traffic manager, Idella Grindlay Kampf left the War Dept. last week for a month's rest prior to taking a radio position not yet announced. She was formerly office manager, production division, NBC New York.

## Case

(*Continued from page 18*)

Tuesday, Commissioner Case's colleagues sprung a surprise by adopting the following tribute to him in the form of a resolution:

"Commissioner Norman S. Case, former Governor of Rhode Island, on June 30, 1945, will complete eleven years' service on the Federal Communications Commission.

"He was appointed by President Franklin D. Roosevelt and was an original member of the Commission when it was constituted on July 11, 1934. Governor Case has endeared himself to his fellow commissioners, the staff, and all the employes by his warm personal qualities, integrity and sense of fair play.

"Uprightness of character, firmness of conviction and precision of thought have marked his conduct in the deliberations and decisions of the Commission. He has always had the confidence and the respect of those who have had matters before the Commission.

"We who have been intimately associated with him through the years have appreciated his fairness in all matters and his consideration for the views of others. Our work with him has been a pleasure. We congratulate him on the completion of his long and honorable term of public service as a member of this Commission and extend to him our best wishes for his continued success in any activities he may undertake."

Deeply moved, Gov. Case extemporaneously remarked that "a man must have a heart of stone not to be somewhat moved by the resolution which may be termed the expressed appreciation on the part of his peers of what they think about him after a long and intimate association in service. One cannot lay down 11 years of conscientious work in a particular job without a feeling of regret that so pleasant an association must be officially terminated.

"To me it means more to have the expressed respect and affection of my colleagues and those associated with me—the members of the staff—than any other recommendation that could come to me after the work of the years." Gov. Case said he had doubts that he should stay after 11 years, but was persuaded to and "decided I would be willing to remain if they wanted me to".

"I do want you all to know that whatever I may do hereafter there will always be a warm place in my heart for the Commission, and the members of the staff . . . without whom and without whose efficient and loyal service no Commission can be successful. I have enjoyed the work."

Of William H. Wills, former Governor of Vermont, who has been nominated by President Truman to succeed Gov. Case, the retiring Commissioner said: "I bespeak from all of you the same type of loyal and efficient service which you have given me for the man who will succeed me in this position on the Commission. My information is that he is a fine, honest, and able citizen, with a long record of public service."

## *'EXPERIMENTAL' PAY URGED FOR VIDEO*

GREAT revival of activity in television following the end of the war with Japan is expected by Actors Equity Assn., in a report presented by Paul Dulzell, executive secretary, before the 32nd annual meeting of the Assn. held recently in New York. "Even now", Mr. Dulzell reported, "the television companies are enlarging their staffs and increasing the number of telecasts."

"Our next move," he said, "will be to ask for a meeting of the Joint Television Committee on which AFRA, the Screen Actors Guild and Chorus Equity are also represented and to which the American Guild of Variety Artists and American Guild of Musical Artists should also be added, and present to this Joint Committee our findings and recommendations.

"One of the most important recommendations of Equity's Television Committee was that any scales of pay or conditions of work which might be imposed should be known as 'experimental' whether for sponsored or sustaining programs. If we do this we shall leave ourselves free to meet changed conditions when television is established on a commercial basis."

## To Seek AM CP

SAVANNAH VALLEY Broadcasting Co., Augusta, Ga., new firm formed by Sgt. George G. Weiss, president and 40% owner, formerly with WGAC Augusta, and several local businessmen, will petition the FCC for local standard facilities upon lifting of WPB construction freeze. Assignment not determined.

# ACTIONS OF THE FCC

JUNE 22 TO JUNE 29 INCLUSIVE

## Decisions . . .

**JUNE 26**

**WJTN Jamestown, N. Y.**—Granted license renewal for period ending 8-1-46.

**KFBC Cheyenne, Wyo.**—Same.

**KMAC San Antonio**—Same.

**WMC Memphis**—Granted license renewal for period ending 5-1-46.

**WJJD Chicago**—Granted license renewal for period ending 5-1-48.

**KTUL Tulsa**—Granted license renewal for period ending 11-1-47.

**LICENSES** for following stations further extended on temp. basis pending determination license renewal application, for period ending 9-1-45: KFAB KJBS KRLD KSTP (and aux.) KVOO WBAL (and aux.) WBT WDZ WFTC WHAM (and aux.) WINS (and aux.) WLIB (and aux.) WOAI (and aux.) WOWO WRVA (and aux.) WSKB WTOP WWVA KMOX WDGY KPMC.

**LICENSES** for following FM stations extended on temp. basis only, pending determination license renewal application, for period ending 9-1-45 (subject to changes resulting from proceedings in Docket 6651): WFMN WNYC-FM WMIT WGTR WNTW.

**LICENSES** for following FM stations further extended on temp. basis only, pending determination license renewal application, for period ending 9-1-45 (subject to changes resulting from proceedings in Docket 6651): KOZY WMLL WQXQ WHFM.

**Atlanta Journal Co., Atlanta, Ga.**—Same for developmental station W4XAJ.

**KALW San Francisco**—Same for noncommercial educational station.

**WOKO Albany, N. Y.**—Same for facsimile station W2XWE.

## Tentative Calendar . . .

**JULY 2**

**WGBF Evansville, Ind.**—License renewal.

## Applications . . .

**JUNE 22**

**1490 kc WNLC New London, Conn.**—CP install synchronous amplifier at Norwich, Conn., 250 w unlimited, synchronized with WNLC.

**NEW-1400 kc Fayette Assoc., Montgomery, W. Va.**—CP new standard station, 250 w unlimited.

**The Crosley Corp., Cincinnati**—Transfer control from Powel Crosley Jr. et al to The Aviation Corp. (55.9%). Crosley Corp. is licensee of WLW WLWA WLWB WLWC WLWD WLWE WLWG WLWH WLWI WLWK WLWL WLWO WLWR WLWS WLWK W8XAL W8XFM W8XCT WLWQ WLWU WLWV.

**NEW-43.9 mc WWVA Wheeling, W. Va.**—CP new FM station, 18,862 sq. mi. coverage, $98,500 estimated cost.

**660 kc KOWH Omaha**—Special service authorization for 660 kc 100 w N 500 w D unlimited time for period ending 11-1-46.

**JUNE 27**

**NEW-72-78 mc Twentieth Century-Fox Corp., New York**—CP new commercial TV station, Channel 5 as proposed in reallocation or as FCC may designate within 40-100 mc band, ESR 5420.

**1400 kc WMSL Decatur, Ala.**—CP move trans. and make changes antenna.

**Don Lee Broadcasting System, San Francisco**—CP new FM station 43.5 mc amended to request 24,500 sq. mi. coverage, change tran. site.

## Gary Breckner

GARY BRECKNER, veteran Pacific Coast announcer most recently on *Maxwell House Coffee Time* program with Frank Morgan, died June 24 from injuries sustained the previous evening in an auto accident near Redlands, Cal. Mr. Breckner entered radio in 1928 as a sports announcer in Los Angeles. In 1935 he was radio director of the San Diego World's Fair and in 1943 he served with the War Dept. Bureau of Public Relations, attached to the *Army Hour*. Born in Streator, Ill., he was a captain in the Army in the first World War. He is survived by his widow, Helen W. Breckner, and a son, Lt. Robert W. Breckner, USNR.

## Warner to WAAB

WILLIAM B. WARNER, for more than a dozen years sales manager of WAAB Boston and the former Colonial Network, has come out of voluntary retirement to join WHDH Boston as sales manager. He serves under Ralph Matheson, president and general manager of the independent outlet. Mr. Warner left WAAB when the station was moved from Boston to Worcester in June 1942 and the Colonial Network dissolved. During the past three years he has lived on his Massachusetts farm. In 1939 he served as chairman of the NAB Sales Mgrs. Committee for Dist. 1.

## *MISS RAYMOND GETS ADVERTISING AWARD*

THE JOSEPHINE SNAPP Award for outstanding contribution to advertising made by a woman in the United States during 1944, was presented June 26 to Harriet E. Raymond, assistant advertising manager of the Celanese Corp. of America, in charge of plastics and chemicals, by the Women's Advertising Club of Chicago. Award is a memorial to a former organization president and this was the ninth annual presentation. Charles Luckman, president of Pepsodent Division, Lever Bros., made the presentation of this, and four other awards.

**Miss Raymond**

## Engineers

(*Continued from page 14*)

to assign the third alternative.

Chairman Porter referred to public correspondence" charging that the networks wanted to stifle FM. Mr. Lodge said such a charge was "absolutely not true". Mr. Lodge said he considered only the best place for FM in his recommendation and that he had not considered the "pros and cons of television". (CBS proposes high-definition television above 400 mc).

Mr. Smith, who said he appeared as the "Commission's witness at their request", voted on RTPB Panel 2 for immediate adoption of alternative No. 1 because he felt it was best for both FM and television. Purely from a propagation point of view, he said, he'd "put FM up higher—in alternative No. 3" but he pointed out there are other factors equally important.

Mr. Warner urged adoption of alternative 3, which would place amateurs higher in the spectrum than the 44-48 mc band as proposed under alternative I.

Mr. Siling said he voted for the first alternative after conferences with RCA engineers, who concluded that interference as shown in tables of the Commission in its May 25 report represent "the worst case only every 80 years".

Mr. Beers testified that RCA had transmitters designed up to 102 mc which could go into production as soon as materials and manpower are available, but he estimated it would take six to nine months to get production on receivers for alternative 1 and "four months longer" for alternative 3.

Mr. Walker, opposing alternative No. 1 for police services, declared, "Of necessity we must have life, and the protection of that life and the protection of property before we can be entertained. That is the sequence we trust will guide the Commission in its decision."

Mr. Freed explained the AM market is "very active" and orders have been placed for parts for 15 million AM receivers. He said FM manufacturers must get their orders in shortly or be left out while AM manufacturers get materials. FM manufacturers will be stymied unless the FCC allocates the first alternative, according to Mr. Freed.

Mr. Freed endorsed alternatives 2 or 3 and opposed alternative 1 in behalf of police services, as did Mr. Koch.

Mr. Brown, explaining he was not a propagation expert and adding that Zenith had no propagation experts in its employ, told the Commission "it is our opinion that the weight of evidence of the experts who have testified and who are qualified . . . indicates that (1) the industry knows far more about the transmission characteristics of radio waves in the range of 48 to 68 mc than we do in the ranges suggested in the other two of the Commission's proposals; (2) it has been indicated in evidence by the majority of qualified propagation experts to the Commission that the 48 to 68 mc range is satisfactory for FM; (3) the industry has been unable to find any extensive information resulting from the operation of high power transmitters on a scheduled basis."

### No Evidence

Commissioner Denny asked Mr. Brown if he had heard the "large network desire to throttle FM". Mr. Brown said he had heard such was the case but had no evidence.

"That is just a bit of scuttlebutting," Chairman Porter said.

"Mr. Chairman, you gave Columbia an opportunity to comment on that, and I think the others should have the same opportunity," said Commissioner Denny. Other network representatives were not questioned, however.

Mr. Secrest presented the resolution adopted by the RMA board, urging adoption of the first alternative [BROADCASTING, June 25].

Dr. Beverage stated that he hadn't experienced as much interference from Sporadic E as Commission tables on Sporadic E predicted. He said he had had experience with transmissions between Chicago and New York on 45.1 mc. "That happens to be just the right distance to be the worst possible case and I have had very little interference," he said.

As for F-2 Layer interference as indicated in Commission exhibits, Dr. Beverage asserted his experience indicated that "interference would be much less than shown here for F-2." Dr. Beverage added, under questioning, that assuming 155 sunspots in the next cycle, FM at 48 mc would suffer from interference, but he explained that there will be interference in any fringe.

Mr. Marx told the Commission he felt the record to date didn't indicate which of the three alternatives should be allocated, although the American urged adoption of No. 3.

Mr. Cullum expressed the opinion that tubes for FM in the 84-100 mc region would be available immediately after the war.

Mr. Norton took the stand, was handed a letter labeled "restricted" by Chairman Porter, asked to identify it and stated he had written the letter to clear himself of charges that his curves on F-2 Layer transmission were incorrect. He quoted from the letter: "I made no basic error and agree with no part of this statement."

A communication from John V. L. Hogan, chairman of RTPB Panel 7 (facsimile) endorsing alternative No. 1 was placed in the record.

Mr. McIntosh recommended that FM be allocated in the "higher band".

Mr. Loucks, on behalf of FMBI, urged immediate adoption of the first alternative.

Mr. Roberts urged No. 1 alternative as best for television.

Mr. Bingley said TBA decided on the first alternative "without any thought of what was best for the other services", because there would be less interference under this division and all channels were immediately available.

Maj. Armstrong favored the first alternative "because in view of the known facts I believe the best service can be rendered there," he said.

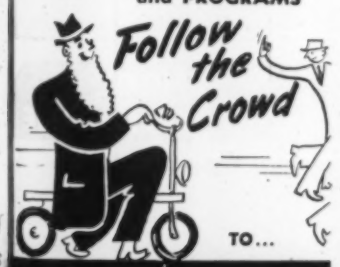
He testified that at 60 mc there would be 99.99% perfect service within the 55½-mile range of the 200 microvolt contour. At the 50-microvolt contour the service would be 99.86% perfect, he added. He charged that measurements taken by the FCC at Atlanta were "out of line", yet were applied to the entire country, thus indicating that interference would be much worse than it actually is in the lower frequencies.

He also brought out that in the FCC computations of the Paxton, N. J., FM transmitter, the "real Paxton" was used in one instance and an "assumed Paxton" in another. Mr. Allen nodded assent.

## B. G. Erskine

B. G. ERSKINE, 62, board chairman and former president of Sylvania Electric Products, died June 23 at his home in Emporium, Pa. After 20 years of manufacturing electric lamps, Mr. Erskine in 1924 started the Sylvania organizations making tubes for radio receivers. Within five years his plant was producing 40,000 tubes daily. His company merged with Hygrade Lamp Co. in 1931, with Mr. Erskine as president. In 1943 he became chairman of the board. He leaves a widow, three sons and a daughter.


For TAILOR-MADE SPOTS and PROGRAMS




TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS



KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

DAYTIME DOMINANCE

For 21 of the 40 DAYTIME quarter hours between 8 am and 6 pm (Monday through Friday average) WWNC has *more listeners than all other stations combined.* For 24 of these 40 periods WWNC ratings are *more than double* those of the second rating station.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director — Represented by the Katz Agency

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**First class engineer** wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

**Wanted**—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

**5000 watt CBS** station in thriving southern market has opening for commercial man with selling experience. A good paying proposition for man who can sell. Write Box 768, BROADCASTING.

**Production manager,** capable of handling continuity scripts and commercials. Wonderful opportunities five thousand watt Rocky Mountain station. Veteran preferred, but not essential. Box 773, BROADCASTING.

**5 kw western network** station needs combination operator-announcer. Box 802, BROADCASTING.

**Salesman**—For replacement on sales staff of independent station in midwest market of three million, where salesmen's commissions past year ranged from $9,000 to $16,000. Applicant must prove ability and integrity and have achieved a record volume through clean cut aggressiveness and service to accounts. Box 808, BROADCASTING.

**Commercial manager**—Strong regional independent station in one of largest market areas between New York and Chicago wants commercial manager. Only topnotch men with proven record will be considered. Highly attractive salary and commission basis. This position pays real money and offers exceptional future, but don't apply unless you are of strictly first rate caliber. Box 813, BROADCASTING.

**Announcer wanted**—Great Lakes area station wants experienced staff announcer. Postwar permanence to right man. Working conditions ideal. Good starting salary. Will pay expenses for final audition. Write giving complete details. Be prepared to submit voice transcription. Box 818, BROADCASTING.

**Announcer wanted**—Experienced staff man. 50 hours weekly. Starting salary dependent upon your qualifications. Minimum $50.00 weekly! Must have experience on tables and controls. Send voice audition and complete details to A. R. Cooper, WFDF, Flint, Michigan.

**Need a man** with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

**Announcer** wanted at once. CBS affiliate in the garden spot of America, ideal working conditions with modern plant equipment. Salary and talent fees. Send information and audition disk to KGBS, Harlingen, Texas.

**Wanted**—One control operator and one transmitter operator with first class licenses. Write or wire giving full details. Chief Engineer, WSPA, Spartanburg, S. C.

**Help wanted**—Combination operator-announcer with any class license capable of doing good newscasting for this newspaper owned radio station. 50 hour week, salary according to license. RCA station less than 4 years old, no defense area, region slated for great postwar developments. Give details of self and present salary KRJF, Miles City, Montana.

**Need good, sober,** experienced announcer. Permanent job, forty hour week, excellent living conditions. Florida Gulf coast city. Good salary. If interested, send recent voice transcription plus complete, not partial, record past experience and three good character references to Jack Rathbun, WCOA, Pensacola, Florida.

## Help Wanted (Cont'd)

**Help wanted**—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

**Wanted—Announcer-copywriter.** Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

**Wanted**—First class engineer. For basic 'American Broadcasting Company' station now planning big expansion. Wonderful opportunity for right man. Give full particulars, experience and salary expected. WTOL, Toledo.

**Woman traffic director, announcer.** Give full particulars, references. WLAC, Nashville 3, Tenn.

**WSYB, Rutland, Vermont,** wants man with first class license. Good pay, 48 hour week. Permanent. Send full information and picture. Must be over thirty or released serviceman.

**Need experienced,** permanent staff announcer from midwest to join seven-man staff KSOO-KELO. Pays $175-$200. Rush along a voice transcription and letter to KSOO-KELO, Sioux Falls, S. D.

**Wanted**—Combination announcer engineer holding first class license. Good opportunity. Write or wire immediately concerning qualifications and experience. Reply to Jonas Weiland, WFTC, Kinston, N. C.

**Don't answer this** ad unless you are willing to live in a small town and work for a small station. KPFA, 250 watt NBC affiliate in Helena, Montana, needs capable announcer who can also write copy. Restricted permit or better required. The chap we want probably has been with present employer year or more, will investigate us quite thoroughly before answering this ad and will feel that joining us is a real advancement. Salary depends upon qualifications.

**Wanted**—General all around announcer who has good personality on the air and who wants permanent berth with fast growing six year old station. Continuity writer desired, too. Station WOLS, Florence, S. C.

**WGCM, Gulfport, Mississippi,** has opening for announcer. Permanent.

**Leading New England station** offers top opportunity to qualified announcers experienced on remote. Rush transcription references to Winn Bettinson, WHEB, Portsmouth, N. H.

**Wanted**—Good announcer holding first class license. Excellent working conditions in western network station. $65.00 weekly. Box 822, BROADCASTING.

**Engineer.** Experienced, 5 kw RCA equipped midwestern station. Must have car. Permanent. State draft status, previous experience, age, references and salary expected. Box 823, BROADCASTING.

**Control operator.** Experienced, metropolitan market station. No license required. Give full details about yourself, and salary desired. Box 824, BROADCASTING.

## Situations Wanted

**Engineer**—Experience, studios, transmitters, recording, net stations. Box 709, BROADCASTING.

**Announcer** with years of experience seeks permanent berth as program director-announcer, chief announcer. Could make modest investment. Have family, please state living conditions. Box 784, BROADCASTING.

**Capable announcer** available now until September. Prefer southern station. Box 806, BROADCASTING.

## Situations Wanted (Cont'd)

**Young man,** progressive, now chief engineer 250 watter desires more secure feeling for the future in a larger, wide awake station. Sober, reliable, wants to settle down. Will go where there is opportunity. Can MC morning shows, some announcing if desired. Box 791, BROADCASTING.

**Thoroughly experienced** salesman with excellent record, now in 4 station market of half million, desires position as salesman or commercial manager with regional or good local station. Box 805, BROADCASTING.

**Chief engineer**—Six years pre-war experience. Available August 1st. Permanent basis only. Active overseas war record. References. Box 807, BROADCASTING.

**Washington correspondent** to represent radio stations on part time basis. 20 years newspaper work, 1 year announcer. Box 809, BROADCASTING.

**Staff announcer.** Experience as commentator, script and ad lib, four years. Journalist, lecturer, publicist. AB, BS degrees. Discharged, U. S. Navy. Box 811, BROADCASTING.

**Announcer.** Dependable all around man. Married. Experience ranges from 250 watt to 10 kw station. Permanent job. Box 812, BROADCASTING.

**Announcer**—Network quality, 2 years' experience. Now employed leading midwestern station. College graduate, honorably discharged. Looking for permanent position with aggressive station. Deferred, dependable, age 25, energetic. Box 814, BROADCASTING.

**Operator**—First class, fourteen months experience, desires permanent position with good future. Box 815, BROADCASTING.

**Who has opening** for gal anxious to learn broadcasting? Interested all phases. Capable, reliable. Experienced in typing, filing, clerical, music and meeting the public. Some radio schooling. Box 816, BROADCASTING.

**Available immediately**—First class engineer, experienced as chief and announcer. Also girl with permit, two years' experience. Box 819, BROADCASTING.

**Young lady** with very creative mind desires position in midwest station. Talents include: announcing, writing, producing, programming, promotion, panel work. Six years' experience. State salary, particulars. Available August 1 Box 820, BROADCASTING.

**Experienced script-writer-producer,** also commercial copy. Experience 50,000 watts and network. Graduate NYU Radio Workshop. Ex-serviceman. Box 825, BROADCASTING.

**Engineer-chief** or transmitter with opportunity for advancement. First phone, capable, reliable, 18 years radio, best references. Box 826, BROADCASTING.

## For Sale

**For Sale**—Twelve Utah wall speakers: One General Radio Deviation Meter, type 581B, sixteen used 203A tubes, two RCA pickups with arms, type AZ-4211-2. Box 800, BROADCASTING.

**Stock in progressive** new north central 250, references, position wished in organization if any, why interested. Box 804, BROADCASTING.

**1000 watt W. E. amplifier,** good condition. Wire Box 810, BROADCASTING.

**New Presto 6 N** recording table. Has 112 line per inch inside-out lead screw, spiraling gear, time scale, 1C cutter head, $534.00. Box 821, BROADCASTING.

**For Sale**—Turntable set, tubes for 250 watt transmitter, amplifiers, miles of wire and cable, loud speakers, 250 watt composite transmitter, Presto playback, and many other good items. Write for complete list and prices. Sam Collins, Brookville, Penna.

**Good Gags.** Quantity rates. Steve Burke, WBZ, Boston, Mass.

## For Sale (Cont'd)

**For Sale—2 W. E. 253A tubes. 1 R.C.A.** type UV-851 tube. Make offer. Contact E. F. Peffer, Radio Station KGDM, Stockton, Calif.

## Miscellaneous

**Capital** and services to invest in small local station. Radio background and experience. Box 827, BROADCASTING.


WANTED AT ONCE

Assistant manager-accountant, man or woman capable assuming full charge of office personnel, auditing, etc. Positions like this don't open often. Real opportunity for right person looking for permanency and security with job that carries prestige and authority. Must be thoroughly experienced in all phases of business, and of broadcasting. Good salary to right person. Write or wire all details about yourself and experience including salary expected to

Jack Gross
KFMB
San Diego, California

STATION MANAGER
*Available August 1st*

Outstanding record in sales, audience building, station promotion in competitive markets. East or south preferred.

BOX 817, BROADCASTING

*WANTED*
Personality Announcer

. . . to handle man-on-street quiz show and musical clock type programs. Permanent position, congenial associates, alert organization. Tremendous postwar plans.

*BOX 828, BROADCASTING*

*The* SCHOOL *of* RADIO TECHNIQUE

NEW YORK • CHICAGO

*America's Oldest School Devoted Exclusively to Radio Broadcasting*

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, Ill.: 228 S. Wabash Ave.

## WFOY GIVES FULL COVERAGE TO STORM

THE YUCATAN hurricane that hit the Florida Coast at 100 miles per hour, was covered by Florida radio stations for three days before it hit, and by some stations hourly after it arrived. Typical of the service was that given by WFOY St. Augustine, which was commended not only by listeners but also by the U. S. Weather Bureau.

On Saturday night, June 23, when the Weather Bureau flashed the storm warning, J. Allen Brown, WFOY general manager, arranged for all-night operation. From 9 p.m. to, the station broadcast weather bulletins at every station break. The bulletins were delivered in a deliberately calm manner, to quell the false rumors and excitement that usually accompany such situations.

## Plambeck Returns

HERB PLAMBECK, war correspondent for WHO Des Moines, has returned from four months in the European Theatre of Operations, flying from Scotland to the Iowa capital in 26 hours. The first correspondent to cross the Rhine, Mr. Plambeck covered the fighting fronts in Belgium, Holland and Germany through V-E Day. It was his second assignment to the ETO. Another WHO correspondent, Jack Shelley, who returned from Europe last March, has been accredited to the Navy and is preparing to leave for the Pacific. A third WHO correspondent, Maj. Frank Miles, returns soon from the ETO.

Mr. Plambeck


*We Are Looking For Men To Operate Our New Branch Offices*

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

*ENGINEERS*

Prominent midwestern manufacturer of radio transmitting equipment is looking for two graduate engineers for development work in AM and FM transmitters. Starting salary good and future for advancement excellent.

*BOX 763, BROADCASTING*


# SERVICE DIRECTORY


"GEARED TO AM-FM EXPANSION"
*Radio Engineering Consultants*
**Commercial Radio Equip. Co.**
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
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1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
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High Power Tube Specialists Exclusively

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
*Write For Details*
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.


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*An Organization of*
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AVAILABLE AFTER VICTORY

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**Commercial Radio Equip. Co.**
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Exact Measurements - *at any time*
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# At Deadline...

## RADIO LIBEL MEASURE PASSES ILL. LEGISLATURE

RADIO libel bill passed Illinois House of Representatives night of June 28, 100 to 27, now needing only Governor's signature. Bill carries penalty of year in jail or $500 fine or both for any station owner or operator found guilty of criminal libel. Stations having no advance script or knowledge of defamatory statements are exempt as are statements of political candidates. Vote came after *Chicago Tribune*, owner of WGN, and Col. Robert R. McCormick, publisher, were attacked from floor by several legislators.

## NEW ARMY POLICY

TO STRAIGHTEN out radio's coverage of returning high-ranking military men, Col. Ed Kirby, head of the Radio Branch, War Dept. Bureau of Public Relations, met Friday in New York with representatives of New York stations. He promised that whenever a news conference is arranged the officer will be asked to be interviewed for radio. If he consents, the interview will be recorded and pooled to all stations in the community.

## Closed Circuit

(*Continued from page 4*)

mission and other agencies in communications and transportation. With President Truman asking Congress for right to reorganize executive departments (Justice Byrnes argues for it in *American* magazine article), don't be surprised if FCC should end up as part of a Cabinet department.

**CONGRESSIONAL** action on FCC's 44-108 mc allocation isn't likely, despite protests filed last week with Chairman Wheeler (D-Mont.) of Interstate Commerce Committee. Comdr. E. F. McDonald, Zenith president, wired Sen. Tobey (R-N. H.), Committee member. Arthur Freed, vice-president and general manager of Freed Radio Corp., may be among objectors. Earlier complaint by Comdr. McDonald was promptly referred to FCC Chairman Paul A. Porter by Sen. Wheeler, who informed Zenith head that allocations was a job for FCC—not Congress. Several former proponents of 50-68 mc FM have climbed on the higher-band wagon.

FCC's most popular "assistant commissioner", Min Sparks, will stick on the job until successor to Gov. Case, to whom she was chief aide for a decade, is sworn in. If Gov. Wills follows unanimous advice of his new colleagues, he'll utilize her wide radio experience and acquaintance. Confirmation of new commissioner isn't likely before Aug. 1. If Gov. Wills doesn't retain her, another important FCC post will be found.

**UPROAR** over Elliott Roosevelt's borrowing from John Hartford, A&P president, recalls other radio activities of former Texas State head. White House living quarters was locale of a rep project, planned on national scale. Many broadcasters invited to call on him at 1600 Pennsylvania Ave. some seven years ago found the red carpet rolled out.

**FULL-FLEDGED** radio club is imminent in Washington, to be called National Radio Club. Planned for fall debut, club will include Federal and private creative radio folk as charter members. Several past radio clubs in capital didn't get very far. New one plans own quarters.

## FIBBER FIRST, WINCHELL NEXT IN LATEST HOOPER

FIBBER McGEE & MOLLY head programs in June 30 Hooper report on evening net shows. Walter Winchell is second, Radio Theater third. Following were: Screen Guild, Mr. District Attorney, Man Called X, We the People at War, Kay Kyser (first half-hour), Take It or Leave It, Abbott & Costello, Joan Davis-Jack Haley, Eddie Cantor, Thanks to the Yanks, Bill Stern, Bing Crosby (substitute star) tied for 15th place with Drew Pearson. Average sets-in-use were 20.5, compared to 25.7 in last report (June 15) and 22.0 a year ago. Average rating, 6.3, compares with 8.0 in last report, 6.8 a year ago. Average available audience, 73.9, compares with 76.6 in last report, 73.6 a year ago. Total number of weekly sponsored hours (network evening) was 74½.

## FOREIGN PATENTS HEARING

INVESTIGATION into relationship of foreign interests to radio and other communications in U. S. opens July 10 before subcommittee of the Senate Interstate Commerce Committee under S-Res. 118, introduced April 12 by Sens. Capehart (R-Ind.) and Wheeler (D-Mont.) [BROADCASTING, April 16]. Room 357, Senate Office Bldg. has been reserved. Chairman Wheeler named as subcommittee Sens. Briggs (D-Mo.), chairman; Myers (D-Pa.) and Capehart. Lt. Ed Cooper, on inactive Navy duty as special aide to Sen. Wheeler in international communications, will coordinate probe.

## READY FOR TRUMAN

NETWORKS were prepared to carry a broadcast at 12:30 p.m. today (July 2) by President Truman from the Senate floor, seldom scene of radio pickups. Dope late Friday was that President would not permit his remarks to be broadcast. Occasion is presentation of world security pact to Senate. If broadcast, mike setup would be same as that used in House when Gen. Eisenhower addressed joint session of Congress, each net having two unlabeled mikes in front of President.

## WNLC SATELLITE

NEW STATION at Norwich, Conn., to synchronize on 1450 kc with WNLC New London, Conn., is requested by WNLC licensee, Thames Broadcasting Corp., in application filed with FCC. Satellite would operate 250 w unl.

## TV BOOSTERS

FIRST civic television club is claim made for Television Club of Washington, D. C., formed last week after the New York TV inspection trip (see story page 65). With 18 charter members, the club elected officers, voted to sponsor a one-act video play contest in high schools and made plans to get TV sets for wounded veterans. Officers are: President, Henry M. Fowler, Chevy Chase Citizens Assn.; vice-president, Mrs. Leslie B. Wright, Northwest Council of Washington; secretary, M. Douglas Clarke, same group; treasurer, J. B. Dickman, N. Cleveland Park Citizens Assn.; sergeant-at-arms, Olive G. Faircloth, Cleveland Park-Cathedral Heights Assn.

# People

G. W. (Johnny) JOHNSTONE, recently s signed director of news and news features f American Broadcasting Co. (Blue), arrived Reno last Saturday. Mr. and Mrs. Johnst have been separated since 1941. Mr. Johnst will reside at the Riverside House.

GIL FAUST, formerly of WBBM Chicago p duction staff, named assistant program dir tor replacing George T. Case, who becom KABC San Antonio program director.

MERRITT THOMPSON, city collector f Boston seven years, named personnel direc of Yankee Network.

BEVERLY M. MIDDLETON, CBS Hollywo account executive recently out of Army, nam assistant to president of H. C. Wilder & Asso operating WSYR WTRY WKNE WELI.

GORDON E. HYDE, vice-president and dir tor of McCann-Erickson, New York, elect president of Federal Adv., New York. Robe Tinsman, founder and president for 37 yea becomes chairman of board.

LORETTA ST. PIERRE, former accou executive with O'Neal, Larson & McMah Chicago, is now media director of Campbe Mithun, Chicago.

THOMAS H. LANE, director of radio, adv tising and press, Treasury War Finance Di sion, on 10-day vacation at Virginia Bea denies reports he will resign before end Eighth War Loan.

PHILIP K. BALDWIN, former chief engine of WEEI Boston stationed with U. S. Gover ment personnel in Sweden, has returned to t U. S. and is now with Raytheon Mfg. C Waltham, Mass., working on television proje

PAUL R. HUDDLESTON, former progra director of WBBB Burlington, N. C., is n director of news and special events at WHA

ROBERT BROCKMAN, formerly with KX St. Louis and D'Arcy Adv., has joined KM St. Louis as account executive.

W. A. McDERMID, past president of the As of National Advertisers, and branch chief a assistant director of Service Equipment Di WPB, named chief of the Advertising and Pu licity Div. of Office of Surplus Property, Co merce Dept. unit selling only consumer goo

## EDUCATORS GROUP NAMED

FIRST step to advance proposed setup of 8 educational FM stations built from war surpl electronic material was taken Friday when I John W. Studebaker, U. S. Commissioner Education, named a committee to lay groun work. Committee will meet July 16-17 in Was ington. Members are: Dr. R. R. Lowdermi radio education specialist, Office of Educati chairman; Carl Menzer, WSUI, U. of Iow Paul R. Haessler, Newark; Prof. W. O. Leffe U. of Tenn.; James Ebel, WILL, U. of Il Dr. Charles E. Palmer, Dover, O.; Prof. W H. Radford, M. I. T.; Prof. H. C. Dillingha Texas A. & M. (*See story on p. 65.*)

## AMERICAN NAMES BARRY

CHARLES E. BARRY, national director program operations of American Broadcasti Co., has been named Washington represen tative of American in charge of activities in t Capital, Robert E. Kintner, American vic president announced. Kenneth Berkeley, n Washington manager for American and he of WMAL Washington, will continue in h present capacity. Mr. Barry will represent t company with the Government agencies. M Berkeley will continue to supervise the Ame ican program operations from WMAL.

## *This campaign launched world's largest*

## "ALMA MATER"

Starting in 1891, International Correspondence Schools offered, through advertising, a new educational opportunity to all those whom circumstance prevented from enjoying the benefits of the world's finest educational system. This supplementary vocational training enabled hundreds of thousands to learn while they worked, to improve their earning capacity, and thus to raise their living standards. With increased knowledge and income has come increased wants, and a direct influence on the progress of all those industries making better things for better living.

# In the DISTRIBUTION DECADE

## Advertising Must Help Re-educate America!

AFTER Victory, America's prosperity will demand a re-education of our people on a scale never before endeavored. Much of the responsibility for the success of this undertaking will rest on the shoulders of advertising.

For the decade after Victory will be the Distribution Decade. To maintain a "safe" level of employment, we as a Nation will have to consume 40% more industrial production than in any previous year. And since production itself will present no problems (there will be manpower, machinery, materials and money a-plenty!) the key to our entire economic future will be *Distribution*. We'll need a faster flow of goods to consumers—a more economical method of distributing the fruits of industry—a sounder *education for buying!*

In alert agencies all over America, advertising men are perfecting plans for the Distribution Decade. Nor are we idle. Here at The Nation's Station we are gathering much factual material that will help your clients speed distribution throughout the great 4-State Market that is WLW-land!

**WLW**

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION